INFORMANT

JANUARY, 1939 "But they shall not prevail against thee."—Jer. 1:19. BROOKLYN, N. Y.

Thrilling "Watchtower" Campaign Begins!

This Campaign Is the Most Important Ever

Are You Prepared to Do Your Share?

Time the Main Requisite With a *Watchtower*, a Book and *Face the Facts*

In every land throughout the entire world, commencing Sunday, January 1, and continually every day and evening thereafter for four months, till April 30, Jehovah's faithful remnant and their companions will obediently and enthusiastically march forward in the "hottest" world-wide campaign that has ever been prosecuted by Christians on earth. In Germany and like dark places where God's true people are cruelly oppressed and hindered in every conceivable way, they will be united with us to the extent they are able, so that, in reality, all who know of and love the Lord will be found diligently doing with their might what their hands find to do during every hour of this *Watchtower* Campaign.

This *Watchtower* Campaign is the most stupendous ever attempted—not merely because within that time, by the Lord's grace, we confidently expect to have the largest number of publishers in the field, putting in the highest number of hours in field service and back-call work, and placing the largest number of pieces of literature, but for reasons more far-reaching than these. This campaign is going to result in bringing the *Watchtower* magazine regularly into the homes of at least 100,000 more families, which magazine stresses the great issue of serving Jehovah, the great Theocrat, and live, or serving the cruel dictator Satan and his wicked organization, and die. Also, in *Face the Facts*, which is going to be read by millions, is sounded the warning. And there are going to be placed a million bound books which outline Jehovah's gracious provision for oppressed mankind at this crucial time prior to Armageddon. Thus, this campaign has as its objective the bringing to millions timely facts which they must learn in order to know about Jehovah's theocratic organization and the course of action they must take now for their protection and safety.

New Publishers

The publishers must assist the newly interested ones to become "laborers" by showing them just what they can do in advancing this *Watchtower* Campaign.

At the last service meeting held in December approximately 70,000 persons, we believe, heard the lecture "Fill the Earth". Many of these have never gone out into the field, yet they sincerely love the Lord and are anxious to serve Him to the best of their knowledge and ability. What have you done to aid these newly interested persons to see their privileges and responsibilities in this *Watchtower* Campaign? Have you personally invited them to attend the *Watchtower* studies in your Kingdom hall? Have you arranged for them to regularly receive a copy of the *Informant*? Have you shown them how they can participate in the *Watchtower* Campaign by at least going along with you in the witness work or by placing *Face the Facts* booklets among their friends and neighbors and from door to door? Are they reporting regularly? All these things must be done if the witnesses are to discharge their full obligation to the Lord. Not only is it essential that the witnesses themselves do all they can in the field service, but they must also aid the "other sheep" to accompany them in this Kingdom service. Pioneers, particularly, can be very helpful, because they can start new companies or, if in company territory, take the newly interested to the Kingdom hall.

One of the big objectives of this campaign is to have at least 35,000 publishers in the field service. This means an increase of 15 percent over our last peak of publishers. All our records show that this can be and should be exceeded; for there are at this present time 60,000 associated with the companies throughout the United States, and, of this number, 28,000 are regular publishers and 15,000 irregular. If all who have gone out at all in the past witness regularly during this campaign, and if, in addition, even 15 percent of the others who are associated with the companies join with them, we shall easily have 35,000 publishers. The zone servant, the company servant and the other servants of the company must see that the importance of increase in publishers is given consideration at the service meetings from time to time. The newly interested must be 'built up', that they may become active and thus enjoy the full favor and protection of the Lord.

Time in the Service

It is very essential that each publisher put in much time in the field service each month during this *Watchtower* Campaign. To do so it will be necessary to brave the cold winds, snow, and chilly rains. Yet all who keenly appreciate the importance of the Kingdom issue will overcome these obstacles by properly clothing themselves and taking pains to work the most protected and sheltered portions of their assigned territory. And when the weather is good, full advantage will be taken of it by working as long as possible, and not being satisfied with putting in three hours, but five and more.

Each morning and each evening consult the "My Daily Kingdom Service" record sheet to see the progress being made daily. If a publisher finds he is getting behind in his quota, then he should take immediate steps to put in the necessary time to make up this deficit, and not wait until the last few days of the campaign to do so. For such an emergency each publisher should have individual territory assignment close to his home (and place of business) and which can be worked at odd times or whenever the weather is bad and it is impractical to witness with a group.

Our Equipment

If at all possible, each time you engage in the field service carry a phonograph along with you and at least the record "Miracles" and "Instruction", P-153, P-154. Take with you the special Testimony card provided for this campaign, a few samples of the current *Watchtower*, some bound books, and a good supply of *Face the Facts* booklets. Also, take some *Watchtower* subscription blanks, back-call slips, and cards or slips bearing the name and address of the meeting place where the *Watchtower* studies are held.

Offer the Entire Combination

The special combination to be stressed at each call, if possible, is a year's subscription for *The Watchtower*, the book *Enemies* (or any other bound book), and the booklet *Face the Facts*, all on a contribution of one dollar. With each person taking this offer leave a sample copy of the current *Watchtower*, a book, a *Face the Facts* booklet, and a card bearing the name and address of the hall where the *Watchtower* studies are held; also a duplicate copy of the subscription slip signed by the publisher, which is the subscriber's receipt.

To persons unable to subscribe for a year, endeavor to place a six-month subscription, on a contribution of 50c, with a *Face the Facts* booklet free. With all who so subscribe leave a current issue of *The Watchtower*, a *Face the Facts* booklet, the address of the *Watchtower* study, and (as the subscriber's receipt) a duplicate copy of the subscription slip.

If a subscription for *The Watchtower* cannot be obtained, then try to place *Enemies* (or any other book) and a *Face the Facts* booklet, on a contribution of 25c. Where not even this is possible, then leave *Face the Facts* for anything they can contribute, or even free if they promise to read the booklet. In all homes visited wherein the people show any interest whatsoever we must try to leave at least the *Face the Facts* booklet—in order, first, that they may have the message, and, second, that we may meet our individual and world-wide quota.

In every case where people show any willingness to listen, even if at the time you can leave only the *Face the Facts* booklet, try to arrange for a back call with the speeches "Face the Facts", "Fill the Earth," and "Fascism or Freedom".

Individual Quota

The "My Daily Kingdom Service" record sheet sets out the quota made for each company publisher and pioneer, which must be met if we are to reach the world-wide quota. This quota for each company publisher is 4 new *Watchtower* subscriptions, 20 bound books, and 250 of the *Face the Facts* booklet; for each pioneer it is 20 new *Watchtower* subscriptions, 200 books, and 1,500 of the *Face the Facts* booklet.

Servants of the Company

The success of each company in this campaign depends much on the zeal and leadership of its various servants. If each and every one of these servants does his share in the field service and looks after the other interests committed to him, the witness work of the company will be greatly stimulated and advanced. Be sure that the territory is so assigned and worked that your entire assignment will be covered at least once during the campaign —and twice where possible.

Make a Good Start

The *Watchtower* Campaign begins at a time when most of the publishers can put in full time during the first two days, namely, Sunday, January 1, and Monday, January 2.

Use New Record "Miracles", "Instruction"

By January 1, it is hoped, all the publishers will each have one of the new records P-153, P-154 to use in the service. We are swamped with orders, and working day and night to get them filled. Run this record at every place possible in your door-to-door work. One side of this disc, "Miracles," tells about the two speeches of Brother Rutherford from London and why the person should hear them. The other side, "Instruction," explains why one should read and study *The Watchtower*. Run both of these records, if possible, when you visit the people the first time in the house-to-house work, then try to place the special offer as well as to arrange for a back call. Even if the party refuses to give you a subscription, you may be able to place a book or booklet and arrange an appointment to run "Fascism or Freedom" or "Face the Facts".

Another place to use the new disc, P-153, P-154, is on back calls. Some publishers have already obtained subscriptions by doing this. Those persons on your back-call list who are not yet subscribers for *The Watchtower* should be called on. The record "Instruction" will help you to take their subscription, and "Miracles" will stimulate their interest to hear the new lecture series.

"Kingdom Activities"

December 1 *Watchtower* Article to Be Carefully Studied

The December 1 *Watchtower*, on page 364, in the article "Kingdom Activities", brings to our attention the importance of devoting more time to the field service. Everyone having in mind the importance of the Kingdom will surely put forth every possible effort to devote at least two hours a day, on the average, to the field service, in obedience to the King's command to preach this gospel of the Kingdom in all the world for a witness. Suggestions are here offered as to how a publisher can put in more time in the field.

First, publishers should get personal assignments of territory near their homes. Such territory can be so situated that it takes in four blocks each way from one's home. The advantages of getting near-by territory can readily be seen. Persons who have domestic duties to perform can slip out an hour or two each day and do some witnessing work. Practically no time, then, will be spent in traveling to territory. One may find it more convenient to devote an hour or two in the morning; others, two hours in the afternoon. After working in this near-by territory for several days with the phonograph, one will have names and addresses of interested persons to call on when rainy or severe weather makes it almost impossible to go from door to door. On such calls a publisher can spend an hour or an hour and a half, running records, answering questions and assisting the people in Bible study. In the case of married people, the wife can assist the husband to put in more time in the field by witnessing in the territory during the day, finding those who show interest, and turning these names and addresses over to the husband publisher for back calls an hour or two in the evening.

Having a local territory, those who get home early from their daily work can put in an hour or two before suppertime. Those persons whose work does not begin until after dinner, because of varying shifts in the industry in which they are employed, can put in a few hours in the morning. Since the 40-hour week is in effect, many factories and offices are closed on Saturdays, giving many of the publishers all day Saturday off. Considerable of this time could be devoted in field service work, either in local territory or in a witnessing party. Those who have only a half day off from their secular work on Saturday can put in at least three or four hours.

Sunday has always been a big day for the publishers, and should continue to be the big day, and bigger, if at all possible, as far as the Kingdom interests are concerned. Many of the publishers are arranging now to put in five to seven hours rather than the usual three, eating lunch in the field. Four to five hours can be spent in door-to-door work, and the remaining time in back calls. Always carry a full set of "Face the Facts", "Fascism or Freedom" or some other series with you in the car, so that you will have them on hand for back calls in the afternoon. If you have no car, carry a set to your territory and leave it with some interested person, preferably the person on whom you intend to make a back call. In this way you let him know in advance that you intend to be there at an appointed time.

The matter of getting time in the field is a matter of personal planning. Jesus emphatically stated that His followers must seek first the kingdom of God, and his righteousness. The Kingdom must be of paramount importance. There is a tremendous amout of work to be done, and it would be well for all the company organizations in their service meetings to consider this article in *The Watchtower*. Everyone should consider this statement: "Some have contented themselves by doing a little service and counting as part of that service the time of riding on streetcars and talking to people. . . . 'If ye love me, keep my commandments'." All know that the commandment of the Lord is to preach this gospel of the Kingdom, and our proof that we love the Lord will be in finding every way and means of doing this. It is suggested that at your service meetings the publishers point out to one another how they can put in more time in the field each day, how many ways can be figured out, how many things can be done to put in at least two hours a day, on the average. It will make an interesting service meeting.

We are going to be busy, but, then, those who are in the Kingdom are the busiest people in the world. Let's give this matter of more time in the field a lot of serious consideration and, better still, action.

"The Watchtower" a Real Surprise

January Issue a Stimulus to "Watchtower" Campaign

The *Watchtower* subscribers were pleasantly surprised when they received the January 1 issue. In keeping with the progress of Jehovah's theocratic government, *The Watchtower* appeared in a new dress. Note the changes that have been made: a new cover in two colors, a revised title, a new scripture text at the head of the "Contents" block, a more vivid picture symbolic of Jehovah's organization, and—well, we'll let you see for yourself how many more changes you can find on the cover. On the inside, note the new, larger type, the new kind of paper, the two-color work. But above all, we appreciate the food provided for us; for we know His children are taught of Jehovah. We are sure that the new *Watchtower* has been received with joy, and that the publishers are now more eager than ever to present it to the people.

Its new form should aid in getting new subscriptions. Its bright-colored cover is significant of the life-giving message of comfort, hope and joy that *The Watchtower* contains. As announced by its new title, *The Watchtower* is truly a "herald of Christ's kingdom", and those who would enjoy the benefits under that kingdom must now inform themselves of the message which Jehovah provides for the people of good will through the columns of *The Watchtower*.

Another new feature, which we don't want to overlook and which serves as an aid to the publishers, is the record of "Field Experiences" appearing on the back page. Companies should study and discuss these experiences in their service meetings so that other publishers may improve their own methods of carrying on the Kingdom work.

Now that Jehovah through his organization has provided this new, attractive form for *The Watchtower*, let's show our appreciation by engaging with joy and zeal in the *Watchtower* Campaign.

Please Use Subscription Blanks

For some months the brethren were very dependable in the use of the *Watchtower* and *Consolation* blanks, but in the past few months some have been sending in their subscriptions on almost anything. This, of course, causes extra work in the office. If the brethren, in renewing their subscriptions, will use the renewal blanks that come in *The Watchtower* or *Consolation* when it is expiring, and send these slips in promptly with an accompanying remittance, they will aid the office greatly. Particularly during the *Watchtower* Campaign stress the importance of using subscription blanks and sending in subscriptions through the company organization, which in turn will list the subscriptions on the transmittal form provided. Your heartily co-operating in this regard will aid the workers in the office, who have all they can do.

Face the Facts in Foreign Languages

Face the Facts can be ordered and will be shipped immediately in any of the languages listed below:

Bohemian	Norwegian
Finnish	Portuguese
German	Spanish
Greek	Swedish
Italian	Ukrainian

Pioneer Mail

Owing to the large number of letters which pioneers failed to mark "Pioneer desk" on envelope, it is necessary to mention again that this oversight causes double handling of these letters, and other loss of time, here at the office. Also, on each letter a pioneer writes to the Society he should give his complete name and full address. Much time here will be saved if the brethren give this necessary information.

Coupons

Bundles should be sent insured instead of registered. Borden coupons are not redeemable for cash and should not be included in packets sent us. Send a post card stating number, kind and value of coupons being sent. Do not inclose this in packages.

The Health Club coupons are redeemable at $3.00 per thousand instead of $4.00 per thousand. Coupons from General Mills, Inc., products, such as Purasnow, Larro, All America and Heliotrope flour, should be sent direct to them at Box 5000b, Minneapolis, Minn., with request that check be mailed to WATCH TOWER for your account.

You Can Help

When a company servant or unit servant changes his address, he should promptly notify both the Society and the zone servant of this change. When notifying the Society, be sure to show that this change is for your address as company or unit servant; otherwise the address will be changed only on your *Watchtower* and *Consolation* magazines. It might be well to send a separate notice concerning *The Watchtower* and *Consolation*.

Attending Zone Assemblies

The zone and regional servants' reports coming to the office indicate that many of the brethren do not attend the zone assembly on the occasion of the regional servant's visit. Apparently some do not appreciate the importance of the new organization. Usually such brethren are unable to get effective results in their own territory, and they wonder why. These assemblies are a part of Jehovah's Theocratic Organization for the conduct of his Kingdom service. The instruction provided there is essential for each one in order to properly do the work assigned. Let everyone who possibly can, therefore, attend these assemblies regularly.

500 More Pioneers Needed

Can You Arrange for Full Time?

The December 1 *Watchtower* announces the discontinuance of the Auxiliary branch of the Kingdom service. (See article "Kingdom Activities".) While many of the auxiliaries enrolled as pioneers on January 1, having made definite arrangements to increase their time in the work, many more pioneers are needed to properly care for the Kingdom work in the United States at this time. It will be remembered that many previously serving as pioneers are now active as zone servants.

There is much territory that requires the witness. As a result of the world-wide convention in September, with the accompanying radio broadcasts, many are asking for additional information and instruction. These people must be called on, and there are not sufficient pioneers to do this.

In addition to much isolated territory (in which no company organization exists), a number of small companies throughout the country, composed, in the main, of newly interested persons, require the assistance of live, active pioneers to instruct them and aid them in covering their assigned territory.

The experience that the auxiliaries have had in the field, taking the lead in using all the instruments the Lord has provided, using the phonograph consistently, carrying on model studies, making back calls, etc., equips them remarkably for this work. The great majority of those enrolled as auxiliaries will wish to increase their service to the King and enroll as pioneers. Let us hear from you *immediately!* A pioneer application will not be necessary in your case; merely say, "Transfer me from auxiliary to pioneer service." Company publishers will write for application and information letter.

Some of those already enrolled as pioneers will wish to assist those now entering. Some may have space in their trailers and will welcome a partner in the Kingdom work. We should like to hear from such, advising us just what accommodations they can offer for these new Kingdom pioneers.

The Messenger

Due to late orders and a very heavy demand for *The Messenger*, a second edition was put on the press. It is believed that *The Messenger* will be of real assistance to newly interested persons to appreciate the magnitude of the work done by Jehovah's witnesses. Therefore, extra copies of *The Messenger* were printed on the second edition, and will be offered at 5c a copy (remittance to accompany order) when five or more are ordered to one address. These can be placed with the newly interested people at 5c a copy, and we know that they will get a rich blessing from it.

Pecans

The December *Informant* had a notice with reference to the sale of pecans to aid pioneers. There seems to have been a misunderstanding about this notice. It is the privilege of anyone to sell his products to anyone he desires, but the purpose of that notice is to inform others that the Society is not either directly or indirectly engaging in selling pecans, and that neither the Society's name nor that of the pioneers in its service should be used to induce others to purchase. To be sure, anyone can buy pecans as he pleases, but this matter should not be connected with contributions to the Society's pioneers.

INFORMANT

FEBRUARY, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y

Increased Activity During "Lovers of Righteousness" Period

Publisher, Have You Made Your Quota?

One Month Gone!

Will It Be 40,000 Publishers?

Jehovah, the great Theocrat, is the righteous One. He commands those who serve him to walk in the way of righteousness, to fear him only, and to hate evil and evildoers. Because of the great monstrosity now in the earth the "lovers of righteousness" must boldly and unceasingly advocate and proclaim the kingdom of God under Christ the King.

Are you one of the "lovers of righteousness"? Do you appreciate the deadly conflict between the monstrosity and the Kingdom? Are you convinced that Jehovah and his kingdom under Christ will come through victorious, and that soon? If so, you will then wholeheartedly engage in the "strange work" which Jehovah is performing now. As forcibly set forth in the *Watchtower* article "Kingdom Activities", you will henceforth no longer be satisfied with putting in 15 to 20 hours a month in the field service, but will do as much more as you possibly can; in fact, your goal should now be two hours a day, or sixty a month! Make it your first business to reach your goal during the special period of February, a month in which all "lovers of righteousness" should be found daily doing their utmost towards making the *Watchtower* Campaign a real success.

Have You Individual Territory?

February is one of the most treacherous months of the year, the weather usually being so unsettled and inclement that in order for the publishers to fully use every available hour they must witness in territory close to their homes and in apartments. During the winter months at least, each publisher should be assigned to a territory of reasonable size around his home or to a territory that is quickly accessible and is so sheltered that it can be worked during poor weather. Large-group witnessing is not so practical during the winter months; the groups could be restricted to parties of 4 to 10, and the territory to be witnessed by each group should be such as can be gone back to for several successive weeks so as to take full advantage of the good-will interest found.

In assigning individual territory to the average publisher, the territory servant should assign approximately 4 blocks each way around the home of the publisher, or 16 blocks in all; in the case of publishers who cannot possibly get around much, because of old age or ill health, the assignment should be proportionately smaller. The company servant and territory servant are hereby authorized to make such individual territory assignment (of company territory only) regardless of who may be holding the territory at present, whether a special pioneer, pioneer, or another company publisher. Of course, in making such assignment the one now holding the territory should be properly notified of such change in assignment.

Individual territory around one's home has many obvious benefits. It enables the publisher to be immediately in his territory on leaving home, to work much more frequently, get much more time in the service, and obtain and properly care for many more back calls. This is especially true of housewives, who, by careful planning, can average two hours a day in the field—an hour in the morning and an hour in the afternoon or evening. Such an arrangement also means that if it is raining very hard or is very stormy during the first part of the day immediate advantage can be taken of any letup, or, by just bundling up, a back call can be made on someone near by who under the circumstances has time on his hands and would welcome a caller bringing good news. In most cases the publishers will find such individual territory around their homes to be so helpful that they will want to hold the assignment permanently, and the territory servant should let the publisher keep the assignment, provided it is being witnessed to at least four or more times a year and report is made each three months and reassignment received. Where two or more publishers live near each other, they should each be assigned territory near by. They should not depend on one another for territory, though they may regularly work together when convenient; oftentimes one can witness while the others cannot.

Back Calls Highly Important

It is principally through the same publisher's continually calling on the people of good will that they become enlightened and encouraged to attend the regular established meetings of the company and in due course themselves become regular publishers. This must be our primary objective in making back calls.

Back calls can be obtained in various ways and made at all times. It is through the running of the phonograph records that most of them are now made, but many back calls can be arranged by simply taking down the address of persons who took literature and responded favorably to the witness. These persons can be called on a week later, by the publisher who placed the literature, to see what progress was made in reading the literature, thus often enabling the publisher to run a recording or two and to arrange for a back call. Such names should never be turned in as back-call prospects for others to call on, however. Also, there is the method of leaving with two or more of your neighbors or business associates a copy of *The Watchtower* and *Face the Facts* booklet free on the condition that you will call a week later, at a set time, to pick up this literature, and then find out just how much interest was aroused. Such return visits often result in arrangements for further back calls and even subscriptions for *The Watchtower*. We emphasize the importance of leaving a copy of *The Watchtower* with each one on whom you are going to make a back call. Further, now that the companies have received the names and addresses of the *Watchtower* and *Consolation* subscribers in their territory, back calls on these people are to be made at the earliest moment possible.

A very opportune time to arrange for and to make back calls is *after* witnessing three to five hours on Saturday and Sunday. By doing this the publisher can put in an extra two or three hours in the service, and that without unduly tiring oneself. But to do this, one must work in the same territory week in and week out; one cannot witness hither and thither and expect to get the best results.

Stress the Entire Combination

To place the special offer of a year's subscription for *The Watchtower*, a bound book, and *Face the Facts* booklet, it is necessary to bring this entire offer to the attention of the people as quickly as possible. When one gets in with the phonograph this is easy to do. But also at the homes where one cannot run the recordings the publishers need to show the entire offer. Do not just merely offer the booklet, or even the book and booklet, because a person does not invite you in and fails to show particular interest at the start. Let the people see the entire combination, and it will be found that in a good number of instances it will be accepted just as readily as a book and booklet. At least this prepares the people for your next visit. This, of course, means that you must have a copy of *The Watchtower*, a book and a booklet handy to present to the people at the door. Some do this by carrying their literature in a zipper or convenient handbag which permits them to show the combination at a moment's notice; others keep the combination under their arm or in their overcoat pockets—the vital thing being that, having the combination handy, it encourages and does help the publishers to present it to many more people than it is possible otherwise. Stress this feature of the work at your service meetings, having both the brothers and sisters who are successful in this demonstrate how they are doing it.

Are You Making Your Quota?

In order to be up with the quota set for each company publisher for the *Watchtower* Campaign, each one should have put in sufficient time during January to have distributed by the end of that month 62 booklets and 5 bound books and obtained 1 *Watchtower* subscription. Pioneers and special pioneers should in that same period of time have placed 375 booklets and 50 books and secured 5 *Watchtower* subscriptions. Have you done this? Is your company as a whole making its quota? If not, start planning now to make up this deficit during February, so that by the half-way mark, by February 28, you will have reached half of your *Watchtower* Campaign quota. Profit from the *Cure* campaign by meeting your quota month by month, and not wait till the last few days of the campaign to put on a 'big splurge'. Each company should keep its "thermometer" chart up to date weekly, while individual publishers should daily keep up the "My Daily Kingdom Service" record sheet.

40,000 Publishers?

Both Brother Rutherford's letter and *The Watchtower* have just very pointedly brought to the attention of the remnant and their associates the fact that we are living in the most important time that men have ever lived; that now it is absolutely necessary for each "lover of righteousness" to obediently carry out Jehovah's commandment to "warn them from me". Read carefully Ezekiel 33: 1-19 as instructed. This friendly and timely admonition should spur each one of us to the realization of the need of putting forth much greater activity than ever before. Company and zone servants should particularly encourage all the ones now associated with the companies to take some active part in the *Watchtower* Campaign, even if it is only putting out *Face the Facts* booklets. There is something very important that everyone can do towards advancing the interests of the Kingdom, and each one should see that he is busily doing his share. Each one must do his own part; no one can substitute for another. During February we hope to see 40,000 warriors in the field! Will you be one of them?

February 13 and 22

These are two days when most people are free from secular employment and when they are free to do the things they enjoy most. Jehovah's witnesses and their associates will devote the major portion of these two days to honoring and magnifying the name and word of their God. All-day witnessing arrangements should be made by each company for these two days, with special plans being arranged for the three days of February 11-13. Company servants should see that every publisher is well supplied with literature and territory; and the publishers, in turn, should co-operate by putting in all the time possible.

TRY TO LEAVE A *FACE THE FACTS* BOOKLET IN EVERY HOME!

Face the Facts

Face the Facts is now available at Brooklyn, in the following languages in addition to English. Order what you need.

Albanian	Greek	Portuguese
Bohemian	Italian	Russian
Finnish	Japanese	Spanish
French	Lithuanian	Swedish
German	Norwegian	Ukrainian

Quota of Hours

It Should Greatly Increase

The *Watchtower* article of December 1, 1938, on "Kingdom Activities", and Brother Rutherford's letter of January 1, 1939, bring to the attention of the Lord's people everywhere the responsibility resting upon those who have taken their stand on the Lord's side and the need of being diligent in maintaining their integrity before the Lord.

In arriving at your quota of field hours for the year 1939 and subsequent years, the brethren in each company should carefully and prayerfully study the foregoing *Watchtower* article and letter by Brother Rutherford, and at the conclusion of the study have blank slips passed around to all the brethren in the company. Each publisher in the company will place on that slip the number of hours he feels he can devote to the field service each month, by the Lord's grace. These slips will then be collected, added up and multiplied by twelve. This will constitute the company's quota for the year. Absent brethren, too, should be supplied with slips, so that they also may contribute their portion toward the quota.

Back-call quota will still be based on one back call a week per publisher.

Proper Record of New Interest

The Organization Instructions provide that all companies shall keep a list of all interested persons, including *Watchtower* and *Consolation* subscribers. This means that, during the *Watchtower* Campaign, and, in fact, at all times, an accurate report should be made of all interested ones met in the field, and especially those who become subscribers, so that a complete record may be had at the company headquarters. If, when you meet someone who is of good will, you desire to make the back calls yourself (and this should be done, if at all possible), turn in a "Back Call" slip to the back call servant, showing thereon that you are making calls and will report progress. If you cannot make the back calls, no notation will be necessary. *This applies to all publishers, whether company, pioneer or special pioneer.* It should always be kept in mind that the good-will interest is to be tied in with the company organization. Publishers are not to keep names in their personal files, but should also report them to the back call servant. If this interest is properly cared for, they must be called on regularly. These people will be taking their stand in Jehovah's army of witnesses and will not need calling on indefinitely, but will become active publishers themselves.

When isolated county territory is released by pioneers, the names of those who showed definite interest should always be listed on the county report.

Japanese Records

There is now available in the Japanese language the record PJ-101, PJ-102, "Value of Knowledge" and "Riches". Companies that have Japanese people in their territory will find these records of considerable help. They are 70c each; six for $3.50.

Unity of Action

All company servants will please co-operate by promptly sending to your zone servant a copy of your monthly field activity report as advised in the Organization Instructions. Please do this, so that they in turn may render their proper reports to the Society.

President of Society Writes Publishers

Have You Read and Studied Letter of January 1?

On January 1, a letter written by Brother Rutherford and addressed "To All the Kingdom Publishers" was sent to every company in the land. Have you received that letter and given it careful consideration at your service meetings? If not, do so immediately. According to instructions on the letter, it should have been read two or more times at meetings when all the publishers and others associated with the company were present. If there are any who have not heard this letter read, the company servant should see that such have an opportunity to read and consider it.

Brother Rutherford points out that there are a number of persons associated with the companies who are not active in the service. As stated in the January *Informant*, our records show that there are, all together, more than 60,000 persons associated with the companies throughout the country, and of these there are only 28,000 regular publishers and 15,000 irregular. That means that there must be 17,000 persons who do not engage in the service at all, and many others who do so only halfheartedly. Surely after considering Brother Rutherford's letter such persons will want to become regular, active publishers for the Kingdom. Each one of the consecrated must bear witness to the Kingdom and warn the people so that they may 'turn from their wickedness' and escape the sword of Jehovah's Executioner.

Our goal for January has been set at 35,000 publishers. That is a small number, when we consider the fact that there are 60,000 persons in the country who attend meetings of Jehovah's witnesses. Let each one seriously consider this matter, and then make arrangements to have part in the campaign now in progress. Active publishers can help those who want to start out, by taking them into the field, showing them how the work is done and otherwise assisting.

As stated in Brother Rutherford's letter, this is the most important time that men have ever lived. God's kingdom, promised more than six thousand years ago, has come and there is to be a complete change from wicked rule to righteousness. Only those who love righteousness and hate iniquity shall live. Jehovah has laid upon the consecrated the obligation to so inform the people now. Are you doing your part? Each one must prove his own faithfulness and integrity.

World-wide Report for October

Great Gain over Preceding Year

58,117 Publishers in Field During "Jehovah's Battle"

The world-wide report for "Jehovah's Battle" Testimony Period, which embraced the entire month of October, 1938, shows a marvelous increase over the corresponding month in 1937. You will note from the summary set out here that there has been an increase in everything except bound books. Of particular interest is the fact that 58,117 publishers were out in the field, an increase of nearly 10,000 over a year ago. These publishers distributed 2,829,886 pieces of literature, put in 1,207,367 hours of service, ran the phonograph records with the Kingdom message for 1,944,666 persons, and made 99,132 back calls. That is a splendid showing for the first month of the new fiscal year, and we hope the increase continues.

The reports from every country show that the brethren are filled with zeal for the Kingdom and, strengthened by the recent world-wide convention, are pressing forward in the fight against God's enemies. Now, with the two speeches of that convention, as well as "Fascism or Freedom" in record form, with 12,000,000 of the *Face the Facts* booklet, and *The Watchtower* in its new form, Jehovah's people are better equipped than ever before for the greatest campaign to date, and we look forward with keen interest to the next world-wide report. Undoubtedly there will be a great increase in number of publishers, as well as in hours, literature placed, sound attendance and back calls. Shall we have 65,000 publishers in the field in February, and 70,000 by April, in the entire world?

World-wide Report

	October 1938	October 1937
Books	207,634	268,133
Booklets	2,622,252	1,797,343
Total	2,829,886	2,065,476
Pioneers	3,412	3,167
Auxiliaries	1,263	1,135
Company Publishers	53,442	44,077
Total Publishers	58,117	48,379
Hours	1,207,367	999,979
New Subscriptions	9,326	(*)
Sound Attendance	1,944,666	1,589,999
Back Calls	99,132	(*)

(*) No record

Back Calls and Model Studies

Follow Up the New Interest

Every company, large or small, should have a service meeting devoted to new interest and back calls. Publishers recognize that the brother conducting a model study in the hall should properly prepare himself in advance. Each one making a back call and conducting a model study should be just as thoroughly equipped to handle that meeting as a chairman of a study at the hall.

However, none should be discouraged and refuse to conduct model studies because of feeling incapable. Anyone who has sufficient knowledge of the truth, sees the Kingdom, and knows how to find the scriptures in the Bible, with the aid of the *Model Study* booklet and the other books and booklets provided for that purpose, is a thousandfold farther advanced in knowledge of these things than the people in the world with whom they conduct the model studies; so one should have no fear or timidity. Go forward trusting in the Lord, after you have made every reasonable effort to prepare yourself.

Do not pass up any interested person. When finding those who manifest even the slightest interest, make an appointment with them to call back. Some brethren have been very successful in calling back on parties with whom they left literature and without any appointment, simply saying, "I placed such a book or booklet with you a week or ten days ago (or whatever the time may be). I just called back to see how you were enjoying it and how you are getting along." The majority of people appreciate such friendly interest and usually invite the publisher in, and it affords an excellent opportunity to put on some recordings.

Be on the alert for all openings; there are innumerable opportunities for making back calls and putting on the model studies.

"Watchtower" Campaign Gets Off to Good Start

8,305 Publishers Reporting in 122 Companies

So that the publishers throughout the world might know how the *Watchtower* Campaign is moving, a special report was requested of a few companies for the first 15 days. Report from 122 shows that these had 8,305 company publishers in the field in the first 15 days of the campaign. The report shows excellent progress, and also reminds us of some improvements that can be made from now until the end of the campaign. Based on the report below, company publishers are placing on the average 2.7 books a month and 38 booklets a month. Our quota per month is 5 bound books and 62 booklets. Companies should watch their "thermometers". Note when they are low, and keep them moving up, particularly *Face the Facts* booklets. Remember the slogan, "*Face the Facts* in every home."

Watchtower subscriptions are coming in excellently. The average per publisher is .8 for the month, or almost one subscription per publisher. Let's keep up this good work. The hours for these publishers are far ahead of anything ever reported before for company publishers, averaging 20 hours a month for these 8,305 publishers. From the report below it indicates that January of this year will be equal to April of last year. The final report will be very interesting.

Special Report

of First 15 Days of the "Watchtower" Campaign

Different Publishers	8,305
Bound Books Placed	11,455
Booklets Placed	156,968
Hours of Witnessing	82,189
New "Watchtower" Subs.	3,241
Sound Attendance	117,312
Back Calls	13,727
Peak of Publishers prior to January 1939	9,950

Help the Office with Your New Subscriptions

Do the following to help subscribers to get their magazine early:

1. Type out all subscription slips when possible; otherwise, PRINT with pen or pencil. Do not use red ink or a red pencil.

2. Write out in full the name of the street and the city. Abbreviate only in the case of states.

3. Mark each subscription as either NEW or RENEWAL, at the place provided on the subscription slip.

4. All secretaries of companies, and others handling the subscriptions, should accept the responsibility of seeing that the above suggestions are carried out. All subscription slips should be thoroughly checked to see that the necessary information is given thereon before accepting the subscription from the publishers to forward to the Society.

INFORMANT

MARCH, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

New Booklet by Brother Rutherford Released April 1

Consignments to Be Made to All Companies

Jehovah continuously provides his people with new instruments of war, which they use in their fight against the Devil and his organization. These instruments are very powerful and effective in exposing the racket of religion, and also aid Jehovah's witnesses in magnifying the name of the Almighty and in proving their integrity under adverse conditions. This time the new instrument is a 64-page booklet entitled "Fascism or Freedom".

Many have been wondering when the lecture by Brother Rutherford, delivered October 2, 1938, over a nation-wide chain, would be put in print for world-wide distribution. It is here! This booklet contains that stirring talk and also another timely message by Brother Rutherford under the heading "Theocracy", which is important for the people of good will to have and study. We know this new booklet will be received with much joy by all of the Lord's people. It is full of fight, and its distribution will cause much added pain to the religionists and their allies. The facts are presented so that the people may choose which they will serve: the monstrosity which is championing the Devil's cause in the earth, or the Kingdom of God under Christ. Upon that choice depends their eternal destiny; hence this message must be put in the hands of millions of people. Are you ready to do your part?

10,000,000 First Printing

The presses at the WATCH TOWER plant at Brooklyn are already printing this booklet. They are working day and night to get ready the millions of copies that will be required. Initial shipments are already on the way to Australia, South Africa, India, and other distant points, and more will follow to every English-speaking country on the globe. Ten million copies of *Fascism or Freedom* are being printed, and we hope that many more will be needed. We expect that this booklet will go like wildfire among the public. The title alone will arouse interest and a desire to read, because it is an issue that confronts every person in the world. The picture on the cover will further aid in placing the booklet. On one side is a prisoner, held in restraint by representatives of the totalitarian powers, chief among which is the Roman Catholic Hierarchy. On the other side, in striking contrast, is one of Jehovah's witnesses, unrestrained, joyfully exhibiting the message of the Kingdom for the consideration of all who desire freedom. A glance at this picture should create an immediate desire to read the contents of the booklet.

"New Heavens" Testimony Period

Fascism or Freedom is to be released to the public on April 1, the beginning of the "NEW HEAVENS" Testimony Period. That does not mean that the *Watchtower* Campaign is to cease at that time, but the booklet *Fascism or Freedom* is to be included with the offer of *Face the Facts*, a bound book and the *Watchtower* magazine. The *Watchtower* Campaign started in dead earnest on January 1, and it has been gathering momentum ever since. The enthusiasm of the publishers has increased from week to week, and now thousands of new subscriptions for *The Watchtower* are pouring into the office. With this new, timely booklet to add to the special offer, the zeal and joy of the Kingdom publishers should know no bounds, and the "NEW HEAVENS" Testimony Period should be the greatest we have had to date. It is during that time that the anointed will celebrate the MEMORIAL, and their joy can be complete only by sharing in the Kingdom witness. They, as well as the Jonadabs, fully appreciate the fact that the "new heavens" are in operation, and they eagerly serve under Jehovah's Theocratic Government. It is also during the month of April that we expect a new peak in publishers, at least 35,000, and, we hope, many more.

'Fascism or Freedom'

Added Feature to "Watchtower" Campaign

33,884 new *Watchtower* subscriptions received at Brooklyn Office by February 14

Special Offer

Beginning April 1, the following will be the offer: (1) A year's subscription for *The Watchtower* at the regular rate, with a bound book and two booklets, *Face the Facts* and *Fascism or Freedom*, free as a special premium. This will be an added inducement for persons to subscribe for *The Watchtower*. Never before has the WATCH TOWER made such a remarkable offer. (2) Those who cannot subscribe for *The Watchtower* will be offered a bound book and the two booklets, *Face the Facts* and *Fascism or Freedom*, on a contribution of 25c. (3) Persons failing to take either of the above will be offered the two booklets *Face the Facts* and *Fascism or Freedom* on a contribution of 5c or whatever contribution they wish to make.

Those people who are really interested but too poor to obtain any literature should be left one booklet, *Face the Facts*, free. Take the names and addresses of such persons for back calls, and when you call back leave the booklet *Fascism or Freedom* and, if the interest warrants it, a copy of *The Watchtower*. This should greatly increase back-call activity and result in many new subscriptions. On these back calls point out to the people the need of their hearing all of the recorded lectures and make regular appointments. Invite them to your Kingdom hall to hear the weekly series, which should be running there regularly. Point out the need of their studying *The Watchtower*. If they cannot subscribe for a year or six months, they can obtain at the hall each new copy as it comes out twice a month at 5c a copy. Always have in mind the importance of these people's learning the truth, studying it, and sooner or later having a share in saying "Come". DO NOT take 3-month subscriptions for *The Watchtower*. They must be for 6 months or a year.

Consignments

To each company in the United States there will be consigned approximately 150 booklets for each publisher. All pioneers should immediately order the quantities they desire to distribute within the next several months. This booklet will be distributed not only during the "NEW HEAVENS" Testimony Period, but for several months thereafter. The importance of its message along with *Face the Facts* makes it imperative that this booklet be included in the last month of the *Watchtower* Campaign. The cost to companies and pioneers of *Fascism or Freedom* is the same as that of the *Face the Facts* booklet. This low rate, we hope, will aid the publishers in distributing millions of copies more than they ordinarily would.

More Publishers Needed for "New Heavens" Testimony Period

In another place in this *Informant*, you will see that, on the average, 30,887 publishers have been active in the field for three months of this year. That is remarkable. Only the Lord could accomplish this through his own Theocratic Government. What will January bring? February? March? April? These are questions in which we are all interested. In this respect very serious consideration should be given to Brother Rutherford's letter of January 1. Our quota of 35,000 publishers should be met within a few months and be well surpassed with the "NEW HEAVENS" Testimony Period in April. There are thousands of newly interested now attending the model study meetings, and these should soon be proclaiming the Kingdom message and sharing particularly in the distribution of this new booklet *Fascism or Freedom*. Their protection and preservation depend upon their faithfulness to the Lord. Point out to these newly interested people the great privilege that is theirs of taking part in the Kingdom service. Suggest to them taking 25 or 50 copies of this booklet, distributing them and making report of the same to the company as a publisher. Help them to become publishers of the Kingdom. Remember the 15-percent increase. Every company in the country should look well to its organization, and to assisting its new publishers in the distribution of *The Watchtower*, the bound books, and *Face the Facts* and *Fascism or Freedom*.

Jehovah's organization is carrying on a great onslaught against the Devil and his crowd; and while we meet intense opposition in the field, we know that 'they shall not prevail against us', for 'the battle is God's'. Let's keep on with this mighty work, grateful for this added feature to the *Watchtower* Campaign.

December Hits a New High for Books

Vindication Goes Well

The reports of the pioneers and companies for the month of December are very gratifying. These reports indicate that the publishers are putting forth real effort in the field, and show what can be accomplished when everyone works in unity. December, the "Faithful and True" Testimony Period, was devoted to the distribution of the *Vindication* books. Prior to the December campaign the *Vindication* books had been moving rather slowly; there were thousands of them in stock of the companies and at Brooklyn, and many felt that they could never be placed. However, with the announcement that the *Vindication* books would be stressed during December, all the publishers for the Kingdom made ready to put these out. As soon as the campaign started, many companies and pioneers began to realize that they had far underestimated the number of *Vindication* they would place, and telegrams and air-mail and special delivery letters began to pour into Brooklyn for more *Vindication* books. By the middle of December many companies were completely out of stock, and there were no more to be had. Then special efforts were made with *Preparation* and other bound books.

Now that all the reports for December are in and compiled, the total result is beyond our greatest expectation. In that one month 290,516 bound books were placed, which was a new high for bound

(Continued on page 2, column 4)

'Come, and Say "Come"'

A person of good will writes that for twenty years he had been reading the WATCH TOWER literature, and, although he had spoken numerous times to Jehovah's witnesses calling at his door, "no one," he says, "ever asked me to attend a meeting. You may be surprised, but still that is a true statement. I wondered if one would be welcome to go to their meeting places." This Jonadab finally got to a meeting under his own power and forwardness, but even after attending a meeting he was still doubtful whether he was welcome, because of the absence of a cordial welcome and of a seeming lack of interest by the brethren in his association with the company.

Attention is called to this letter to emphasize the point that not only should all people of good will be invited to attend our meetings, but when they do come they should be made welcome. Talk to them and make them feel at home, and show that you are glad they came. Advertise your Kingdom Hall meetings. We should say "Come" to the people of good will, so that they may drink of the life-giving waters of truth, and so that those who hear may also say "Come". Let the people of good will know where you meet, and make them welcome when they do come.

Unexcelled! Wonderful Start for New Year

30,887 Publishers, Monthly Average

Back Calls Yielding Fruit

The three-month report, October, November and December, 1938, set out herewith and compared with the same period of last year, brings much joy to our hearts. The outstanding feature is that almost 7,000 more publishers engaged in the service this year than last. With this wonderful start, our quota of 35,000 publishers should easily be made by April if everyone directs his efforts toward that end.

Other gratifying figures: 218,583 back calls were made this year, to compare with 20,929 last year. The splendid increase in publishers this year is undoubtedly due in part to the great increase in back calls. But there is still a lot of room for improvement. Remember, our quota is one back call a week per publisher.

The publishers, all together, put in nearly 300,000 more hours in the field service in this period, compared with last year. That is a fine increase, but, with the 60-hour a month goal set in Brother Rutherford's letter of January 1, the work done in the field during the next three months will probably surpass these figures, even though it is in the dead of winter.

Books and booklets are coming along fine. New subscriptions were not so high, but this will be made up for in the *Watchtower* Campaign. The sound attendance reported shows that the people are listening.

THREE-MONTH REPORT
October, November, December, 1938
Compared with
October, November, December, 1937

	1938	1937	Increase *Decrease
Books	509,312	517,165	*7,853
Booklets	2,458,025	2,350,188	107,837
Total	2,967,337	2,867,353	99,984
Av. No. Pubs.	30,887	23,896	6,991
Field Hours	1,779,286	1,481,338	297,948
New Subs.	9,735	No record kept	
Sound Att.	3,236,004	3,145,057	90,947
Back Calls	218,583	20,929	197,654

It is a wonderful start for the new year, isn't it? In the field every month, 30,887 publishers! A tremendous witness has been given. We rejoice that we have had a share in the proclamation of the Kingdom and that the Lord's rich blessing has been upon us.

Follow Up Expired Subscriptions Sent You

Splendid results have been obtained in following up *Watchtower* and *Consolation* names sent out by the Society. One zone servant reports:

"We had a three-day campaign with the *Watchtower* and *Consolation* names sent from Brooklyn. The workers reported 120 back calls, 6 new model studies and 35 new subscriptions. The friends are greatly enthused."

Another effective means of developing the Kingdom interests is reported in the following experience:

"An advertising campaign to set *Face the Facts* before the public was suggested. Among other things, "sandwich parades" were inaugurated to advertise the public meeting, and 65 participated in the parade. It was a great success. Each parader carried 25 or more booklets. One thousand were placed with shoppers, many of whom gladly contributed. The time was from 2:30 to 4:00 p.m., and the route was through the busy downtown section. Two sound cars accompanied the parade, giving a musical background and verbal announcements as well as picking up the tired paraders. The cars could have supplied more booklets if required. The youngest in the parade was 8, and the oldest was 79. Both went all the way."

"Miracles" Record and Its Use

In Door-to-Door Work, Back Calls and Public Meetings

The "Miracles" record has been greatly appreciated by the publishers in their activity with the phonograph, both in door-to-door work and in back-call service. It should also be used at public meetings to introduce the London lectures "Face the Facts" and "Fill the Earth". In the Society's letter of October 20, entitled "Turn on the Heat", the statement was made that before running the London speeches the people should have pointed out to them the conditions under which those recordings were made and some of the details relative to the big meeting at London and the shortwave transmission. Now that the "Miracles" record has been made, however, the chairman of the meeting need no longer make this explanation. "Miracles" sets out these details clearly and forcefully, and it should be run at the meeting as an introduction to the lecture. Use "Miracles" to introduce the London lectures at all public meetings that the companies and pioneers are now arranging, in schoolhouses, clubhouses, private homes, auditoriums, or any other place where people assemble to hear these lectures.

To introduce the lecture "Fascism or Freedom" at public meetings, it is suggested that the chairman read the following announcement (or state it in his own words):

'The lecture which you are about to hear by electrical transcription is an exact reproduction of Judge Rutherford's speech "Fascism or Freedom" delivered at the Mecca Temple, New York city, on October 2, 1938, before an audience of 7,000 people that packed out the auditorium. The lecture was broadcast simultaneously over a nation-wide radio chain and carried by direct wire to audiences assembled in halls throughout the United States and Canada. The message contained in that lecture is so important that it is being reproduced in meetings such as this one for the people throughout America, Australia, Great Britain, Africa, in fact, in every country where the English language is spoken.

'Today a foreign power threatens all democracies of the earth. In this country determined efforts are now being made to set up a dictator who will rule the people by force. When that time comes the people will be regimented, their liberties taken away, and all freedom of thought and action destroyed. The newspapers are well aware of the efforts now being made by that foreign power to grab control of this country, but because of fear they withhold the facts and fail to warn the people. Listen now to an authoritative speech by Judge Rutherford as to whether the world shall be ruled by Fascists or by Jehovah through His King, Christ Jesus.'

Instruction

Record P-154, "Instruction," contains a splendid introduction to the *Watchtower* magazine. Reports from the publishers on the use of this record are very encouraging, showing that this short talk by Brother Rutherford is a great aid in obtaining subscriptions for *The Watchtower*. Publishers with phonographs who do not already have the record P-153, 154 ("Miracles", "Instruction") should obtain it immediately to use throughout the *Watchtower* Campaign. It is essential that it be used at every opportunity in door-to-door witnessing as well as on back calls. "Instruction" will help you obtain *Watchtower* subscriptions, and "Miracles" will arrange your back calls for you.

The Doorstep Setup with the Phonograph

Avoids Difficulty of Getting Inside

Many people refuse to allow publishers to come inside to run the phonograph, because of prejudice, fear of strangers, a feeling that they are going to be asked to buy something, or because it is just inconvenient at the time to allow publishers to come in. To get around these difficulties we recommend the doorstep method, which is being used quite successfully in England, Scotland and other countries. This same method has recently been inaugurated in some places in the United States and is going well.

In the doorstep method the publisher, before knocking at the door, has the phonograph wound up ready for operation, the record in place and the needle ready to set on the disc. All preparation is made in advance, and when the party comes to the door the publisher does not waste time by asking if he may come inside, but states in a very few words what he is doing and starts the machine in operation.

In this way many people will listen to the records who would not allow the publishers to come in. It often happens that people who show prejudice change their attitude completely after hearing one of the records; so we want to do everything we can to get the message to them. A hostile attitude is usually caused by lies spread by the religionists; and when the people hear for themselves the message of truth it is entirely different from what has been said about it and they are willing to look into the matter further with an open mind. The message we have is the most important one in the world. Let's not be turned aside by an idle excuse.

Pioneers Will Please Note

During the *Watchtower* Campaign the Society is furnishing all pioneers five free copies of each issue of *The Watchtower* to use as samples, in addition to their personal copy, all in one wrapper. If additional copies are desired they must be paid for, and a regular Distributors' subscription entered. Pioneers who order extra copies, other than the five copies which are sent free, should make out a separate Change of Address slip each time they move from one place to another. One Change of Address slip is used for the regular pioneer files, and the other one in the circulation files where Distributors' subscriptions are kept. One slip should be marked "For *Watchtower* Distributors' Copies". Those who do not order extra copies, continue to send in only one Change of Address slip, as heretofore.

Memorial Celebration April 4

Send in Attendance on Monthly Card

Each year it is the pleasure of the anointed remnant to celebrate the Memorial. As announced in *The Watchtower*, it will be held April 4, after 6 p.m. On that evening all the anointed throughout the world will partake of the unleavened bread and drink real red wine, which are the emblems used at the Memorial Supper. In companies where the servants are Jonadabs, they should see to it that proper provisions are made for this service by providing for and announcing the place of assembly and providing the bread and wine. Their service ceases there, however. One of the anointed should conduct the service and serve the emblems. The Jonadabs are welcome and should attend this service. The company servant is to report the total attendance, and the number who partake of the emblems, on his regular April report card to the Society and to the zone servant. Pioneers attending the Memorial with companies should make no report on their cards, but isolated pioneers should make this notation. Where two or more isolated brethren celebrate the Memorial together, only one pioneer need report this on his card. Use the following method in reporting:

"Memorial attendance .....
Partakers of emblems ....."

(*Continued from page 1, column 4*)

books. The next best month in recent years was April 1936, when the new book *Riches*, then just released, reached the total of 261,685. The 31,215 publishers who got behind the "Faithful and True" Testimony Period certainly received the rich blessing of the Lord. The three-month report set out in this *Informant* includes the work of December.

INFORMANT

APRIL, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y

"New Heavens," April 1-30, Outstanding Period of Year

"Fascism or Freedom" Released to Public

Faithful, Intense Activity Required of Those Who Serve Under Theocratic Government

We Must Put Out More Booklets

The "New Heavens" Testimony Period, April 1-30, is the last month of the *Watchtower* Campaign. During that time, we hope, there will be upward of 40,000 persons in the United States engaging in the proclamation of the Kingdom. The new booklet *Fascism or Freedom* will be released to the public, for the first time, in April. With this new booklet, plus the benefit of three months' experience in offering *The Watchtower, Face the Facts* and a bound book to the people, the publishers will be well equipped to make the month of April the greatest yet in the distribution of literature. There will be no slacking of the hand by those who are on the Lord's side.

Shall We Make Our Quota?

The quota set for the world for the *Watchtower* Campaign was 12,000,000 booklets, 1,000,000 books and 100,000 new subscriptions. Taking into consideration the number of publishers in the United States compared with that of the rest of the world, the publishers in the United States should assume the following part of the world-wide quota: 7,000,000 booklets, 600,000 books, and 75,000 subscriptions. That means that during each of the four months we should put out 1,750,000 booklets, 150,000 books and 18,750 subscriptions. Examining the report for January, we find that 34,123 publishers in the United States put out 1,130,779 booklets and 130,478 bound books and obtained 28,930 subscriptions. We are doing very well on subscriptions, but we are lagging somewhat on books and are considerably behind our quota of booklets. That means that during the remainder of the campaign we must put out more books and booklets, without slowing down on getting new subscriptions. How can we do this? Here are some suggestions:

1. Each publisher should strive hard to reach his individual quota. If the record you are keeping, "My Daily Kingdom Service," shows that you are behind in your individual quota, try to make it up by the end of the campaign. If you are ahead of your quota, then keep on going to help raise the general average.

2. Try to increase your efficiency. If you have been averaging only one or two booklets an hour, try to raise it to three or four. At your service meetings, let the publishers who are having the best success make demonstrations as to how they present the special offer; then let all publishers note the good points and adopt them. Remember to place a booklet in every home, if possible. If during your presentation of the special offer you see that the person is about to dismiss you, immediately drop to the two booklets, *Face the Facts* and *Fascism or Freedom*, on a contribution of 5c. Emphasize the importance of their reading these two booklets. If one is unable to contribute anything, but manifests interest and a desire to read, leave *Face the Facts* free.

3. Put more time in the field. April is the best month of the campaign, as far as weather is concerned, and every publisher should be able to put in considerably more time than in the preceding months. Work more hours in your regular witnessing on Saturdays Sundays and weekdays.

4. Set aside one evening a week to concentrate on booklets. Get some territory that can be quickly reached, and specialize on the two booklets, *Face the Facts* and *Fascism or Freedom*, on a contribution of 5c. Make your testimony brief, and hasten on to the next place. Have a bound book or two in your bag, and if you meet someone who shows special interest, offer the book and two booklets on a contribution of 25c. If you find interest, take the name and address and make a back-call on another night. If there are new ones in your company who have not yet engaged in the service, invite them to take part in this special evening work. It is a splendid way to get them started in the regular witness work.

5. Distribute booklets in "sandwich sign" parades. (See detailed data on this elsewhere in this *Informant.*) When advertising your public meetings in this manner, let each parader carry a supply of booklets to offer to passers-by on a contribution.

6. Place booklets with people on the streets. This can be worked very successfully in small towns on days when country folk come to town to do their shopping. If you have a sound-car, it can be used effectively in introducing the booklets *Fascism or Freedom* and *Face the Facts* to people on the streets, and other publishers can go through the crowd and place booklets. Another method that has been used successfully in some places is to let a publisher stand on a corner with a poster announcing the two booklets. Such poster, mounted on two sides of a frame and held up so passers-by will have to notice it, could be worded as follows:

[Fasten booklet here] READ [Fasten booklet here]

FASCISM OR FREEDOM
and
FACE THE FACTS

By
Judge Rutherford

Get Your 2 Copies Here
Only 5c

If a group of brethren work in a crowded area with such signs it will make the matter still more impressive to the people.

7. Carry a few booklets with you wherever you go. On your way to work, or return, you may have opportunity to place a few.

50,502 New *Watchtower* Subscriptions Received at Brooklyn Office by March 8

Northern Europe Printing Plants, 5,006 New Subs.

Total to Date, 55,508 New Subs.

Don't Let Up on Subscriptions

The above suggestions are offered primarily to increase our placements of booklets. However, keep in mind that we want to get as many subscriptions as possible, too; so, in your regular witnessing work from house to house, continue to stress the special offer of a bound book, two booklets, and a year's subscription for *The Watchtower*, on a contribution of $1.00. During April, call on all the interested persons whom you have met that have not yet subscribed for *The Watchtower*. Remind them that the time of the special offer is drawing to a close.

Make Every Hour Count

All of this, of course, means much more time in the field service. It means careful planning and being on the alert at all times. But those who have faith that the Kingdom is here, that the new heavens are in operation, will gladly render this extra service. The Brooklyn office and factory have been working in two shifts, day and night, during March to supply all the publishers with *Fascism or Freedom* for the April campaign. Now it is up to you to do your part, and the Bethel family will be in the field, too, at every opportunity, fighting shoulder to shoulder with the rest of their brethren to make this the greatest month to date.

Philippines Report

Since Brother Rutherford's letter of January 1 every effort has been made by the publishers to meet the 60-hour quota. "Results astonishing . . . placements more than doubled . . . Jonathan class are fast appearing through their faithful attendance to back-call service."

40,000 for April Our Goal

34,123 Publishers Report in January

It is a real pleasure to announce that during the month of January there were 34,123 publishers in the field in the United States. That is the highest number to date, and it is still more remarkable in view of the severe weather in many sections. These publishers did well, too, averaging (exclusive of the pioneers and zone servants) a little better than 15 hours per publisher. That shows what can be done when we have the zeal of the Lord, and further proves that now is the time for a steady increase among the ranks of the Lord's people. All of this brings us much joy.

If, in one of the worst months of the year, we had 34,123 publishers, then surely in April, when conditions are much more favorable, we should have 40,000 or more. Our purpose is not to drive anyone to serve the Lord, but to properly do what we can to assist one another in proclaiming the Kingdom message, and especially to aid the newly interested ones in taking their stand on the Lord's side. Reports from the zone servants show that there are more than 37,000 regular and irregular publishers in the various companies. In addition, there are many thousands more who have recently associated with the companies but have not yet become active. Therefore, 40,000 for April is not an unreasonable quota.

How many regular publishers are there in your company? How many irregular? How many associated with your company have never been active in the field service? What are you doing to aid these irregular and inactive ones? There are some, of course, who, because of old age, infirmity or illness, find it difficult to engage in the service in midwinter; others, in isolated sections, are hindered because of impassable roads; but with the return of better weather many of these will become active again. The company servant of each company should make a personal check-up to see what can be done to aid the irregular publishers. Zone servants should also assist in this. Additionally, aid the newly interested persons. Encourage these people to attend your service meetings, supply them with the *Informant*, conduct model studies, and try to get them to the company meetings. There they will get the spirit of the organization and a desire to engage in the Kingdom work. Get acquainted with them; make them feel at home. Give them every assistance you can. Let them accompany other

(Continued on page 2, column 2)

Watchtower Campaign

Subscriptions Coming In Fine

Books and Booklets Lag

The distribution of books and booklets in January 1939 far exceeds that in January of any previous year. The work accomplished is splendid. However, it is considerably under the quota set, and it means that each publisher must make an extraordinary effort to catch up. Each one should check his personal record, "My Daily Kingdom Service," and note how many more *Watchtower* subscriptions must be obtained, and how many more books and booklets placed, to reach his individual quota of 4 *Watchtower* subscriptions, 20 bound books, and 250 booklets. It looks very much as though we would exceed our quota on *Watchtower* subscriptions, but some extra effort must be made with books and booklets. The progress of the campaign in the United States and several other countries may be seen in the figures below:

January Only	Books	Booklets	New W.T. Subs.	Publishers
U. S.	130,478	1,130,779	28,930	34,123
British Is.	23,698	495,964	2,053	5,896
Canada	7,523	102,878	1,513	3,729
Japan	368	23,665		100
Mexico	3,705	35,417	304	386
No. Europe	7,665	348,694	5,006	3,403

Assisting the Office

Pioneers and company servants can assist the office here in handling mail, by observing the following instructions:

1. All subscriptions must show the name of the company or the pioneer sending them in.

2. Be sure to list all new and all renewal subscriptions on the Subscription Record sheets supplied by the Society.

3. See that all subscription slips are filled out completely and written legibly. Do not abbreviate names of post offices. Please use typewriter, if possible. Please check on slips whether NEW or RENEWAL, and whether for one year or for six months. Also state language; otherwise English edition will be mailed.

4. Make proper remittance for foreign-language subscriptions. See that the remittance corresponds with the rates set out in the December *Informant*.

5. All subscriptions should be accompanied by a remittance. If remittance is larger than the amount required to cover subscriptions, please state what the balance is for. No credit memos will be sent to acknowledge remittances for subscriptions.

6. Pioneers will please mark on the envelope, "Pioneer Desk," if you are not using the pink envelopes supplied by the Society.

Carefully checking all subscription slips and making remittance with your subscriptions saves much time in the Watch Tower office. Won't you please assist us?

Memorial Report

Company servants are to send in a report of the Memorial both to the Society and to the zone servant, on the regular April report card. Pioneers attending the Memorial with companies will be included in the company report; therefore they will make no report; but isolated pioneers should do so. Where two or more isolated pioneers celebrate the Memorial together, only one pioneer is to report this on his April card. Use the following method in reporting:

"Memorial attendance .....
Partakers of emblems ....."

"Hours of Field Service" Defined

Report All Time Advertising the Kingdom

Many of the publishers are making inquiry as to what time may be reported as "Hours of Field Service". Brother Rutherford's personal letter of January 1 addressed "To All Kingdom Publishers" and the *Watchtower* article on "Kingdom Activities" bring to mind so forcefully the need of directing every attention toward the Kingdom and its interests and, therefore, increased hours in the field. To attain 60 hours a month witnessing means harder work on the part of every company publisher. In order to reach this goal, more time must be put in in regular door-to-door witnessing and in back-call service. These are the two important means of witnessing today.

The question has arisen as to whether time spent in "sandwich sign" parades, in handing out announcements and in other similar service can be counted as "Hours of Field Service". As these features have directly to do with advertising the Kingdom, all should be included. Beginning April 1, "Hours of Field Service" will be counted and reported according to the following definition, which definition applies to company, pioneer and special pioneer publishers. Have in mind this new goal:

	Hours per month
Company publishers	60
Pioneer publishers	150
Special pioneer publishers	200

Definition

"Hours of Field Service" will be counted and reported for any time in which the publisher makes a conscientious effort to proclaim the message of the Kingdom to the public in any manner approved by the Society.

Under this rule the following will properly be reported:

1. Actual time spent in witnessing from door to door.

2. Time spent in back-calls or in model studies as explained in pages 3 and 4 of the *Model Study* booklet. One person can handle the back-call satisfactorily, but if another one wants to go along merely to see how the back-call is conducted, the second person would not count his time.

3. Time spent in operating soundcars or portable transcription machines. (This will include the time of the operator and announcer using this equipment outdoors, where two persons are required. The operator of a PTM and the chairman of a meeting may also count their time if sound equipment is used at a public meeting arranged somewhere in the territory other than the local headquarters.)

4. Time spent in "sandwich sign" parades from the time the parade begins until completed.

5. Time spent distributing handbills, such as radio program announcements or public meeting announcements.

6. Time spent placing placards in business-house windows, such as at conventions for large public meetings.

7. Time spent in interviews relative to securing halls, parks, pavilions, schoolrooms, etc., to be used for public meetings, which meetings are arranged solely for the public.

8. Time spent in going to and from territory, going to and from back-calls, to and from "sandwich sign" parades, to and from distribution of handbills. Such time may be counted as hours of field service if this time does NOT EXCEED ONE HOUR. Otherwise stated, a half hour may be counted going to the territory and a half hour returning from the territory; total one hour. Quick action in getting to one's territory should be the rule. Time should not be wasted. Our big objective is to inform the people of good will, either in door-to-door work or on back-calls, or to invite them to the meetings through advertising prescribed by the Society. In making back-calls the publisher should try to make two or three in an evening or on a Sunday afternoon, or as many as possible consecutively, and in such instances a publisher would count the time from his first call to his last call.

Time That Cannot Be Counted

1. Do NOT count time spent by company servants or assistant servants in taking care of their respective duties, such as

A. Preparing territory
B. Taking care of stock room
C. Care of records
D. Care of back-call slips
E. Care of treasurer's accounts

and other similar office details.

2. Do NOT count time spent in preparation for or handling of service meetings, *Watchtower* studies, or other studies arranged for the company. Model studies or lecture series which are held in your Kingdom hall (local headquarters) should not be counted as time in the field. (The time of the chairman and PTM operator at model studies and public meetings held throughout the city or rural territory may be counted as stated above in section 3.)

3. Do NOT count time spent in giving an occasional witness, such as while traveling on a train or streetcar, or at one's place of business. (Exception: In the case of brethren that cannot go from door to door but are doing everything possible to preach the gospel to strangers calling on them. In many instances publishers of this type have used their phonograph regularly every day and placed much literature with the public.)

A simple way to determine whether or not the time should be reported is to ask yourself this question: Is it time spent in proclaiming the message of the Kingdom to the public? If so, it should be reported.

Do not count time spent in connection with your local company organization, attending studies or service meetings. It is not "Hours of Field Service".

REPORTING FRACTIONS OF HOURS: It will be a convenience to the company servants if, in making out your reports, you will report only whole hours. When engaging in the field service every publisher should endeavor to schedule his service so as to put in as many hours as possible at one time. Please make out DAILY a "Publisher's Field Service Report" and turn it in as soon as possible.

(*Continued from page 1, column 4*)

publishers in the door-to-door or back-call work, to see how it is done, and they will soon be able to carry on alone.

The *Informant*

All company organizations should receive sufficient copies of the *Informant* for each of their publishers and those newly interested ones attending studies. If you are not getting enough for this purpose, order them. Pioneers in isolated territory, when meeting interested people who express a desire to become publishers for the Kingdom, see to it that the interested person writes to the Society regarding company organization and makes request for *Informant*.

Advertising Meetings

"Sandwich Sign" Parades Very Effective

New Placards Available

Many companies are reporting splendid results in arranging public meetings for the lectures "Face the Facts", "Fascism or Freedom," etc. These public meetings should be arranged not only in your headquarters hall, but at other convenient places throughout your territory. Such meetings require considerable advertising, to be successful.

As announced previously, the Society has printed special folders for advertising this series of lectures, with space for the time and place of meeting. This information, which must be printed or stamped on the leaflets locally by the companies, should be done neatly.

One of the most effective means of advertising is the "sandwich sign" parade. A well-organized parade of ten persons or more is bound to attract attention and interest. For these parades the Society is printing some new placards, which will be made up in packets of 26 each, and these will be supplied at 50c a packet. Order now.

Each packet contains 20 large placards which announce the lectures "FASCISM OR FREEDOM" and "FACE THE FACTS" and on which the local company pastes in a strip showing the time and place of meeting. These placards can be used over and over again, until worn out; and when the meeting place is changed, a new strip can be pasted over the old one. In addition, the packet contains six small signs, three with the wording "Religion Is a Snare and a Racket" and three with "Serve God and Christ the King". These small signs should be mounted on a stick, "Religion Is a Snare and a Racket" on one side, and "Serve God and Christ the King" on the other side.

In a "sandwich" parade each person should have suspended over his shoulders two large placards announcing the public meeting. In addition, every third person carries one of the overhead signs. The first overhead sign has the words "Religion Is a Snare and a Racket" to the front, and the second overhead sign, carried by the sixth person in the parade, has the wording "Serve God and Christ the King" to the front. Thus a passer-by reads first the placard announcing the meeting. Next he reads "Religion Is a Snare and a Racket"; and finally, "Serve God and Christ the King."

Each one in the parade should have a supply of folders announcing the meeting, to hand out to those passing by. Additionally, each publisher should carry a supply of *Face the Facts* and *Fascism or Freedom* booklets and place them with the people on a contribution of five cents for both; or, if anyone manifests exceptional interest and cannot afford to contribute, give him one. This will aid materially in your booklet distribution and extend your witness work to include many people who would not otherwise be reached.

An ideal time for parades is late Saturday afternoon and evening, in the downtown theater district.

Still Some Left

It was necessary to print a second edition of the *Year Book*. There are still some left, but there will be no more reprints made of it. The *Year Book* is 50c a copy, mailed anywhere.

We have a few more Calendars. These are 25c each, or five to one address for $1.00.

The Messenger, which is very useful in back-call work, is 5c a copy. Order them now while they last, and put them to good use.

INFORMANT

MAY, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y

"Watchtower" Campaign to Be Extended Through May

Another Month to "Turn On the Heat"

Too Good to Stop

The results of the *Watchtower* Campaign to date are thrilling. It is manifest that the Lord's rich blessing has been upon our efforts, and truly "this is the LORD'S DOING: it is marvelous in our eyes". As this has been particularly a campaign to obtain *Watchtower* subscriptions, all are pleased to see the large number obtained.

Because of the vital importance to those of good will of the life-giving truths contained in *The Watchtower*, the special offer will be extended another month. In other words, throughout the entire month of May the publishers will continue to offer a bound book and *Face the Facts*, also *Fascism or Freedom*, free with each new one-year subscription obtained for *The Watchtower*. If your company has not reached its quota of subscriptions, bound books or booklets for the four-month campaign, keep on charting your progress on your "thermometers" until you do reach that quota. Those companies whose thermometers have been slow in "warming up" will be glad to have another month to "turn on the heat" and shoot their thermometers up to overflowing.

While many companies have been able to maintain their quota on subscriptions, their book and booklet quotas have not been met, and an added month will be a boon to them, allowing additional time in which to bring these items up to and over their quota. By the end of May all the *Face the Facts* booklets should be distributed.

When the people do not subscribe for *The Watchtower*, drop to the 25c combination of a bound book and *Face the Facts* and *Fascism or Freedom*. If they fail to take that, then offer the two booklets alone on a contribution of five cents. Every method should be used to get these booklets into the hands of the people. Consider the various methods suggested elsewhere in this, as well as in the April *Informant*.

Don't Neglect Your Rurals

It is expected that by April 30 most companies will have been able to thoroughly cover their urban territory and be ready to take *The Watchtower, Enemies, Face the Facts* and *Fascism or Freedom* into the rurals. Be sure to call on all your *Consolation* subscribers with the *Watchtower* offer. This will be an excellent opportunity to build up your back-call and model-study work in the rurals for the summer. Every *Watchtower* subscriber is a potential publisher. The current issues of *The Watchtower* definitely show the Jonadabs their responsibility toward the Kingdom service; and so these should be called on and assisted.

Brother Rutherford's letter of January 1 has been thoroughly appreciated by the brethren throughout the world, and a real effort has been put forth to increase their Kingdom activities. Now that winter is definitely over, many whose activities have been hampered will materially increase their time in the field, and the month of May should, additionally, find more publishers engaging in the *Watchtower* Campaign. Take advantage of the good weather conditions and long daylight hours.

20 Countries Report on Campaign

Splendid Increase in Publishers

"Watchtower" Subscriptions High

Low on Books and Booklets

The *Watchtower* Campaign has entered its fourth month. With better weather, and longer days, the publishers will be able to put in more time in the field and place more literature with the people. Set out below is the tabulation of some countries' reports for two months and of other countries' reports for only one month.

January and February	Books	Booklets	Subs.	Publishers
United States	232,651	2,137,487	51,479	34,123
British Isles	39,658	1,087,858	3,858	6,027
Canada	12,845	185,438	2,665	3,729
Northern Europe	15,105	570,242	8,095	3,403
Mexico	7,297	76,857	681	427
Japan	1,045	82,169	349	107
Australasia (January only)	7,919	77,281	764	1,656
Thirteen countries (One-month report)	7,679	73,636	517	3,586
TOTAL	324,199	4,290,968	68,408	53,058

The most gratifying thing about the report is the great increase in subscriptions. There were 68,408 new subscriptions. A few of these were for *Consolation*. A marked increase is seen in the number of publishers in the field compared with previous years, there being 53,058 publishers in the 20 countries reporting thus far. It is really a splendid report for winter months. The placements of books and booklets are low; therefore it behooves every one of the publishers to place more stress on the bound books and booklets, so as to reach the quota set for the world-wide distribution, namely, one million bound books, twelve million booklets, and one hundred thousand new *Watchtower* subscriptions. The latter will easily be reached.

In another place in this *Informant* details are set out as to how booklets can be placed. This should be carefully considered, so that, by the end of April, twelve million will be placed. Having in mind that in April we shall have two booklets to place, we should easily attain the quota. While the *Watchtower* Campaign is being extended through the month of May, the report for May will not be included in the four-month campaign quota world-wide, but the companies should continue to keep up their "Thermometer" charts until they reach their individual quota, and this surely by the end of May in all instances.

It is a real joy to consider the table set out on the report of the *Watchtower* Campaign; for it shows zeal and determination on the part of the publishers for the Kingdom to get the message into the hands of the people of good will.

Place Booklets During April and May Make Your Thermometer Overflow

Fascism or Freedom Being Added to Combination

A large percentage of the companies are behind in their booklet placements for the *Watchtower* Campaign. We have entered into the last month of the campaign, April, but because the *Watchtower* magazine is going so well and is so greatly appreciated by the public the campaign is being extended for one month. This additional time not only will increase the circulation of the magazine and bound books, but will aid all company publishers and pioneers to place their full supply of *Face the Facts*.

April, as well as May, should find a tremendous increase in booklet distribution over any previous month. Last June, during the *Cure* campaign, there were 3½ million booklets placed in the one month. This can be duplicated if the same effort is put forth by the publishers. Since there are more publishers in the field, since everyone is striving to put in more time, and since we now have two booklets to distribute, instead of one, we should easily surpass our previous high mark of 3½ million booklets in one month.

How Can We Do It?

Check your quota. See how many booklets you must still put out to reach your quota by the end of April. Each publisher should get from the stockkeeper a sufficient supply of *Face the Facts* to reach this quota, and a like number of *Fascism or Freedom*. Then go to work with the determination to place all of these booklets by the end of April. In order to do this it will be necessary to put in time. It is a real joy to see the splendid increase in hours put into the field service by the publishers, and now, with spring coming on, and good weather, we should expect the hours in the field to be doubled by company publishers, and the pioneers' time materially increased. April is a five-Sunday month. It has also five Saturdays. Make every Saturday and Sunday during April, which is the "NEW HEAVENS" Testimony Period, a time of special witnessing. If each publisher puts in at least five hours over each Saturday and Sunday he will easily put in 25 hours for the month. Do your planning now. In addition to these 25 hours, you have plenty of back-calls and evening witnessing to do, which will soon bring your hours up to 60.

Evening Work

With the longer days, most of the publishers will be able to do witnessing in the evening for an hour or two. Groups of five or ten publishers should arrange for at least two nights a week to work together in certain territory with only the booklets *Face the Facts* and *Fascism or Freedom*. Your testimony can be short and to the point, the two booklets offered on a contribution of 5c. Many homes can be called on in an hour's time; and our experience in the *Cure* campaign showed that, singly, an average of 10 booklets per hour can be placed. With two booklets to place, that would mean about 20 an hour. Make this your goal!

Another method that has been proved to be successful is to take booklets with you on "sandwich sign" parades advertising your public meetings and distribute booklets on the streets to those persons who show interest. Talk to the people as they are walking along with you, show them the two booklets, invite them to the meeting, and accept their contributions.

Back-Calls

Back-calls are going to increase the placement of booklets, because with every one of your back-calls you will leave *Fascism or Freedom*, and those people on whom you have made a good many calls should be offered a supply of these booklets, *Fascism or Freedom* and *Face the Facts*, to distribute among their neighbors and friends.

Take booklets with you to work,

(*Continued on page 2, column 3*)

By April 4 84,211 new *Watchtower* subscriptions were entered by the Society.

New York City Center of Activity for June

Brother Rutherford to Speak in Madison Square Garden

Expect 8,000 Publishers First Two Days of Convention

Many More Sunday Convention to Do Extensive Advertising

The publishers in and about Greater New York have been hoping for some time that it might be the scene of a big convention of Jehovah's witnesses. An organization full of enthusiasm and anxious to have everything "shipshape" is moving forward to make the New York City convention, June 23, 24, 25, a scene of great activity. Their slogan is, "Pack out the Madison Square Garden!"

Advertising

For weeks prior to the convention the publishers in New York City will be advertising by handbills, "sandwich sign" parades, silk screen signs, electric signs, and many other means whereby they can make known the big public meeting to be addressed by Brother Rutherford and held at the Madison Square Garden. While every effort will be made to convey this information to the public weeks in advance, they will need the help of many thousands more of publishers who will swarm into the city at the Manhattan Center two days prior to this big public meeting.

The Convention of Jehovah's witnesses June 23-25 holds forth a rich blessing to all of the anointed and companions who can attend, not only in the spiritual food that will be provided for them, but in the splendid privileges of service that will be theirs in advertising the King and kingdom, and, in particular, the meeting at Madison Square Garden. It is hoped that 8,000 publishers will be in New York City the first two days of the convention, and that thousands more who are not able to get away Friday and Saturday will be there Sunday to join in the mighty witness unto the Lord.

Invite the "Strangers"

Madison Square Garden is a place known throughout the world, and particularly by people in the United States. There are thousands of people outside of New York City that come to the city on week-end excursions just to see the city. Many of these may be people of good will, and they, too, should be informed of the wonderful opportunity they will have of hearing Brother Rutherford on this Sunday, June 25, at 3 p.m. Publishers in making back-calls, particularly in the eastern part of the United States, from now until the time of the convention, should mention the convention and the great public meeting and tell the people that if they are going to be in New York during this time of the year they should make it a special point to attend the Sunday afternoon lecture. People of good will will be greatly strengthened to see such a mighty throng of people assembled at one place, anxious to know what the Lord has in store for them. Hundreds and even thousands of people of good will in all parts of the United States may be able to arrange their business affairs, which require them to go to New York at times, to be there on June 25. Every publisher can now have a share in advertising the convention of Jehovah's witnesses in New York City. With the *Watchtower* Campaign going on in full swing and each publisher making many back-calls, much interest can be aroused in this way.

Do your share of advertising. More details relative to the convention will be set out in a later *Informant*.

Coupons

Publishers sending coupons redeemable at Premium Department, 17 Sussex St., Jersey City, N. J., as shown on coupons, must send us a separate letter, attached on outside of package, stating number, kind and value of coupons, and account to be credited.

Coupons should be in bundles of 100 whole coupon *value* and securely shipped in a cardboard box tied with strong string. We cannot accept broken packages in flimsy paper bags wrapped with thin twine.

We cannot redeem coupons other than those listed by the Premium Department, 17 Sussex St., Jersey City, N. J., who will furnish a list of them on request, together with values. Coupon transactions take about five weeks to go through, and we will credit accounts and send copy of credit memo when we receive check from Premium Department. Publishers taking coupons as contributions for literature should check the number and value of them.

Parades to Advertise Meetings

Have You Your Placards?

We are receiving many favorable reports of the splendid results obtained from advertising public meetings by means of "sandwich sign" parades. Some of the brethren, however, are having a little difficulty in getting started in this branch of the work; they seem to be timid or fearful.

No one should be abashed or in any wise deterred from doing this or any other feature of the Lord's work that will advance the Kingdom interests, because of fear of man or false pride. The question each one should ask himself is, "Will this help to advance the Kingdom interests?" The answer in this case is, unquestionably, "Yes." That should be the end of all controversy. If it will advance the Kingdom interests and magnify the Lord's name, everyone on the Lord's side should enthusiastically participate in it.

Therefore, let those who have not yet started in this branch of the service reread the instructions contained in the April *Informant*, get their placards and get in the line of march. There is a very great blessing waiting for them.

Ordering Phonograph Parts

Every large company has a sound servant appointed by the Society. One of his responsibilities is to look after the sound equipment in the company, whether owned by the company or by individuals. All publishers should take their troubles relative to their sound equipment to their sound servant. He will repair the equipment for you or will order parts through the company servant for the needed repairs. If the instrument cannot be repaired locally, then the sound servant will have it sent to the Society. It will greatly aid the Society if all ordering of parts and returning of equipment are done through the sound servant and company servant, the company servant in all instances signing the letters. Individuals should not write the Society relative to phonographs, unless they are isolated brethren or pioneers not working with companies.

In a great many instances it would save the pioneer much trouble if he took his phonograph or sound equipment to a local repairman, even though it is necessary to pay for his time. It may be cheaper than sending the entire equipment to Brooklyn.

In writing for repairs on any equipment, always give the serial number. If there is a number on any part that needs replacement, give us that number also. If there is no number on it, give us a description of the part to be repaired. If you have trouble with your motor and cannot have it repaired locally, it is not necessary to send the entire equipment to the Society, but only the motor. Pack it carefully, so that it will not be damaged in transit. Do not send any parts to the Society for repair without writing why you are sending them and what is wanted. Always write a separate letter regarding such matters. This will save time in the office and make it possible to check on the parts and return them at an early date.

Phonographs

It is indeed gratifying to see the large number of orders coming in for phonographs and records.

It is impossible for the factory at the present time to keep up with the demand, due to a delay of the manufacturer in supplying motors. Your orders now on hand for phonographs will be shipped in four to six weeks.

"Crusade Against Christianity"

In answer to numerous inquiries received, we wish to state that the book *Crusade Against Christianity* is available in the German language only. It has not been published in English.

Testimony Cards in Foreign Languages

We have on hand a limited supply of foreign-language testimony cards for the book *Riches* and the three-booklet combination. Publishers witnessing in territory in which one foreign language predominates find such testimony cards very convenient and effective. While they last these testimony cards will be sent free on order. You can obtain testimony cards in the following languages:

For book *Riches:* Bohemian, Chinese, Danish, French, German, Hungarian, Italian, Polish, Portuguese, Spanish, Swedish, and Ukrainian.

For three booklets: Armenian, Chinese, French, German, Greek, Hungarian, Italian, Polish, Portuguese, Spanish, Ukrainian, and Yiddish.

Transferring Stock

Companies and pioneers should order direct from the Society whatever literature and sound equipment they require. If proper consideration is given to making up the orders and they are sent in sufficiently in advance, much unnecessary transferring of literature can be avoided. Whenever it does become necessary to transfer stock, authorization is first to be obtained from the Society before such transaction is put through. Zone servants, as representatives of the Society, may authorize the transferring of stock in line with specific instructions from the Society relating to excessive stock in their zone.

New Publications

The booklet *Face the Facts* is now available in the following languages: English, Albanian, Bohemian, Chinese, Danish, Finnish, French, German, Greek, Hollandish, Italian, Japanese, Lithuanian, Norwegian, Portuguese, Russian, Slovak, Spanish, Swedish, Ukrainian.

Other new publications that have been issued recently and are now in stock are the following:

Warning: Bohemian, Chinese, Greek, Italian, Japanese, Portuguese, Ukrainian.
Riches: Armenian.
Enemies: Portuguese.
Safety: Japanese.
Model Study: Italian.

(*Continued from page 1, column 4*)

and at the noon hour talk to those people with whom you are eating lunch, and offer them the booklets. A report was recently received stating a small group of publishers placed over 2,000 booklets and a number of *Enemies* and obtained subscriptions in an army post. The brethren were aggressive and took advantage of every opportunity. Let our slogan for the remainder of the campaign be, "Make all three thermometers overflow." This can be accomplished if every publisher puts forth an extraordinary effort to see that his personal quota is reached by the end of April. If not by the end of April, surely by the end of May. Let each one of us first strive to reach our quota on books, booklets and *Watchtower* subscriptions by the end of April.

The message contained in *Fascism or Freedom*, the new publication added to our campaign, contains very essential information for the people of good will. They must be informed about the Theocracy and see their responsibility toward the Kingdom. The great responsibility rests upon us to see that this new booklet, along with the other literature of the campaign, is properly distributed and made available for all people of good will. Publishers of the Kingdom are responsible to the Lord, and must see to it that the equipment they have is properly put to use.

"Face the Facts"

Of the booklet *Face the Facts*, consignments for their territory were made to each company. These should have been placed by the end of April. If not all your *Face the Facts* are out by that time, continue in May distributing them and trying diligently to see that all these booklets are put in the hands of the people. The distribution of *Fascism or Freedom* will be extended for a longer period of time. It is gratifying to note that many companies are reordering *Face the Facts*, as they were able to place more in their territory than consigned to them. April and May should be peak months in the distribution of booklets. Let's turn on the heat with greater activity and watch the thermometers rise.

INFORMANT

MAY, 1939 EXTRA "But they shall not prevail against thee."—Jer. 1: 19. EXTRA BROOKLYN, N. Y.

New York Convention Becomes International

Brother Rutherford to Address Entire Assembly Saturday and Sunday

London, Glasgow, Chicago and Los Angeles Tied In

Assist Newly Interested to Attend Nearest Convention

Jehovah has an important message to be heralded far and wide throughout the land. Because of its importance the New York convention, June 23-25, has been extended to take in Chicago and Los Angeles in the United States, and London and Glasgow. The heart of this extraordinary convention will be in New York City, but, as it is a network convention, other cities will probably be tied in with New York in addition to those mentioned above. The same program will be carried at all points simultaneously.

Big Feature

The big feature of this network convention will be the lectures by Brother Rutherford, both on Saturday and on Sunday. On Saturday, from 3 to 4 p.m. New York Time, all of the convention cities will be tied together by means of telephone lines and amplification systems in each of the convention halls. Again on Sunday, 4 to 5 p.m. New York Daylight Saving Time, the lecture "GOVERNMENT AND PEACE" will be brought to all these auditoriums. All of the anointed and their companions who can possibly get to one of the many conventions arranged will surely do everything within their means to attend. Additionally, from now until the time of the convention there will be the privilege of encouraging the newly interested persons on whom you are making back-calls to come to this convention. At these large gatherings the enthusiasm and zeal of the Lord's people are at their height. These conventions show the strength of the Lord's organization on earth, give the "stranger" a clearer conception of the good will and earnestness of those who love the Lord, and remove all fear from the minds of the newly interested that this might be "just another religion". Seeing Christians energetically performing the commandments of God will aid them in taking a stand for the Lord.

Advertising

The greatest advertising campaign ever arranged for a public discourse will be carried on to let the people know about the lecture "GOVERNMENT AND PEACE". Some of the means that will be used in this convention are herewith mentioned. In all convention cities, five weeks before the date of the convention the publishers will start using a special handbill announcing the public meeting. This handbill will be used within a radius of 100 miles of each convention city.

Another special handbill will be prepared for each convention city to use during the week the convention is held. This will be designed differently and made more attractive, and with thousands coming to the convention, great portions of each city will again be covered with an announcement of the public meeting. Thousands of placards will be placed in conspicuous places throughout the cities. "Sandwich sign" parades will begin three weeks before the time of meeting, and as the date of meeting draws near more intense witnessing will be done by this method.

Silk screen signs of the size approximately 30 inches by 50 inches will be made and displayed in windows, posted on outdoor boards, on sides of houses, on trucks and on backs of automobiles—in fact, any place where these signs can be posted they will be used. Three special inserts will be printed for the electric flasher signs, which will be used extensively throughout all convention cities. These inserts should be changed every three days, thus attracting much attention.

Sound-cars will soon begin announcing the public meeting over their equipment. From now until the time of the convention, on all their back-calls the brethren will point out the importance of attending the convention. A special letter has been prepared by the Society and will be mailed to every *Watchtower* subscriber in each convention city ten days before the meeting. Special invitation cards will be enclosed in this letter inviting them particularly to the public meeting.

With all the handbills, placards, "sandwich sign" parades, sound-car announcements and numerous other means of advertising this convention, Madison Square Garden ought to be packed out as well as every hall in the United States and England now engaged.

Book Room

The Society will have a book room at each convention city. The literature to be used will be the special offer for June, namely, 7 booklets on a contribution of a quarter. Obtain your supply of booklets for the convention at the convention book room, as these will be made up in combinations of 7 and enclosed in a wrapper inviting the people to attend the public meeting.

Cafeteria

Each convention is arranging to operate a cafeteria. The food served will be wholesome, but no elaborate arrangement can be set up for the three days. Money spent at the cafeteria will be used to defray the expenses of operating the cafeteria.

Immersion

Local arrangements are being made for a baptismal service. The time will probably be early Sunday morning, thus allowing those who are immersed to participate in the field service on Sunday. Those desiring to be baptized will as-

(Continued on page 2, column 1)

"Government and Peace" to Be Broadcast

Timely Message for All to Hear

We look forward with keen interest to the public meeting at Madison Square Garden, at which time Brother Rutherford will deliver the lecture "GOVERNMENT AND PEACE", a message which Jehovah wants given to the people of the world. Not only will those fortunate enough to get into Madison Square Garden and other convention auditoriums throughout the world be able to hear, but, due to the importance of this message, a radio chain is being arranged and approximately 100 stations, we hope, will take "GOVERNMENT AND PEACE" into the homes of millions of other people. Special radio folders will be consigned to all companies sometime before June 25. As soon as you receive them, make every effort to distribute them.

In all your back-call work from now until the convention, point out to these people the importance of attending this convention, or, if they cannot attend, of listening in on the radio. The responsibility rests upon every publisher to stress the message that will be sent forth from this international convention, "GOVERNMENT AND PEACE."

General Information

Pioneers are to send in $1.00 with all renewal subscriptions for *The Watchtower* and *Consolation*, as there is no special rate on renewals.

Pioneers and company servants should give their full name and address at the upper right-hand corner of each letter.

Company servants living outside of the town by which the company is known should always show the name of the company at the head of each letter.

The pioneers who are also serving as company servants should definitely state on each order submitted whether it is a pioneer or a company order, whether remittance is for the company or on pioneer account, etc. Pioneers serving in such capacity should always send in two Change of Address notices: one on a regular pioneer Change of Address slip and another on a regular sheet of paper, stating on the latter that such change is for address as company servant.

Companies receiving Distributors' copies of *Consolation* and *Watchtower* should promptly notify the office of every change in the address or personnel of the one to whom these copies are being sent. Always, when sending in such notice, state the change is for "Distributors' copies coming in the name and address of" whoever the party may be.

Shortwave Reception

The two lectures by Brother Rutherford, one on Saturday at 3 to 4 p.m., Eastern Daylight Saving Time, and one on Sunday at 4 to 5 p.m., will be transmitted by shortwave to London, England. Those publishers not attending the convention and having shortwave sets should try to tune in somewhere between 16 and 50 meters. You may be fortunate enough to get the lecture. A report of your reception will be appreciated at the Brooklyn office.

Those company publishers remaining at home and able only to tune in the Sunday radio lecture may wish to send a report of their reception immediately. If so, the telegraph and cable address is "Watchtower, Rutherford, Brooklyn, N. Y." It is also hoped that publishers will send a letter of appreciation to the station to which they are listening, relative to this program.

Convention Expenses

In cities where conventions will be held June 23-25 brethren are asking the privilege of paying the expenses as far as is possible for them to do so. Any of the remnant, Jonadabs or others interested who are not in the vicinity of the local convention and who desire to participate especially in the expenses of the general convention may make their remittance for that purpose direct to the Brooklyn office.

—Don't Forget Subscriptions—

Electric Flasher Signs

The Society still has a supply of the electric flasher signs in storage. It would be much better if these were in use throughout the country, advertising the Kingdom. In order to get all of these in use the Society is offering two signs for 50c. In the convention cities these flasher signs can be put to very good use between now and the convention in advertising the public meeting. In other places you can advertise your local radio station, if in the chain; and at all times you can use these signs to advertise your local public meetings as well as *Watchtower* studies. Order should be placed through the company servant for those you desire. We should like to get them all in use during the month of May.

On going to press May 9
there were
106,758
new "Watchtower" subscriptions
reported (world-wide)
What will it be by the end of May?
Don't Forget Subscriptions

Our Work During May

Watchtower Campaign Continues

In the "box" is shown the total of new *Watchtower* subscriptions in the office as this *Informant* goes to press. Our 100,000 goal is exceeded and not all reports are in. This is wonderful. Continue this fine effort during May and get just as many new subscriptions as possible!

The book and booklet placements, however, are not so good, and indications are that to reach the quotas it will be necessary for all to specially stress books and booklets during May.

With the *Watchtower* Campaign extended another month, many companies should be able to cover much of their rurals during the four weekends and Tuesday the 30th with the special offer, blanketing all their small towns with the two "hailstones" of truth, *Face the Facts* and *Fascism or Freedom*, and spending evenings during all of May in booklet distribution. Keep in mind that all the *Face the Facts* in stock should (due to the special offer printed on the back cover) be disposed of as soon after April 30 as possible. Publishers may go out singly or in groups in the evening work, leaving the two booklets on 5c contribution or the *Face the Facts* booklet free when no contribution can be made. Longer daylight hours (and daylight saving time in many places) will make this evening work available to all.

Keep in mind, too, the various other methods suggested in previous issues of the *Informant*, for placing the booklets. Reports reaching us indicate great success in placing booklets in "sandwich sign" parades. To aid in this, the two booklets may be tacked, one above the other, to a stick similar to that used for the "Serve God" signs, with a square cardboard reading "5c" so it is not necessary for the ones carrying the booklets to stop and explain to the people along the line of march.

May 31 not only ends the *Watchtower* Campaign, but also the very special rate to pioneers and companies on *Face the Facts* and *Fascism or Freedom* booklets. Beginning June 1 the *cost of all self-covered booklets will be the same;* that is, the same rate that now applies on *Safety* and *Armageddon* booklets. All orders received June 1 onward will be so charged. However, during May we will ship out all the *Face the Facts* and *Fascism or Freedom* booklets you may need, and hope all these booklets will be placed in the hands of the people by May 31.

While May 31 ends the special *Watchtower* Campaign, yet every publisher should continue to offer *The Watchtower* (and *Consolation*) to the interested people at every opportunity. A goal of three more new subscriptions for this year should be set for each company publisher, while the pioneers should set a quota of at least six more new subscriptions for this fiscal year, which ends with September.

Six-Month Comparative Report

Best We Have Ever Had

There is shown herewith report of field activity during the first six months of this fiscal year compared with same period a year ago. While there is a decrease in bound books, this is more than offset by the splendid increase in booklets, the net increase in pieces of literature being well over a million and a half.

Note that the *average* number of publishers, 32,173, or an increase of 8,520 over last year, is an increase, as well, over the 1938 *peak* number of publishers of 31,351, which was had last June. Additionally, all will be pleased to know that a new peak of 34,179 publishers was reached in March; and, without doubt, 35,000 and more will have been out in the field service during April. Each company should see that its present peak is maintained and every effort made to increase it during the coming months, remembering our goal of 40,000 publishers for 1939!

The increase in sound attendance is evidence that we are seriously considering our slogan, "Every witness a phonograph."

The outstanding feature of the accompanying report, however, is the tremendous increase in back-calls. The new figure of 610,282 means that practically every publisher is striving hard for the one back-call per week, and that some are making many more than that, taking to the "other sheep" the "meat in due season" which the Lord has so bountifully provided at this time.

Jehovah's rich blessing has been bestowed upon us, and we will show our appreciation by using our every faculty to His praise.

	1939	1938	Increase *Decrease
Books	843,374	990,503	* 147,129
Booklets	5,817,231	4,143,001	1,674,230
TOTAL	6,660,605	5,133,504	1,527,101
Av. No. Pub'rs	32,173	23,653	8,520
Field Hours	3,817,365	2,885,226	932,139
New Subs.	82,694	No record kept	
Sound Att.	6,389,188	6,271,262	117,926
Back-Calls	610,282	83,847	526,435

(*Continued from page 1, column 2*)

semble in the first few rows of the auditorium at the time the talk on Baptism is given. Each one should provide his own swimming suit and towel.

Music

Each convention will arrange for an orchestra. Those playing instruments should report to the chairman of the convention on arrival, bringing their instruments with them; also song books with notes.

Parking

No special arrangements are being made for taking care of parking of cars in New York City. As the convention is being held in the heart of the city, there is very little room for parking cars. We recommend that persons coming to New York in cars park them somewhere near their room accommodations and use the subways, which will be cheaper and quicker.

Other convention cities are making arrangements for parking where it is convenient.

DON'T FORGET SUBSCRIPTIONS

Public Meeting

Madison Square Garden is one of the largest indoor auditoriums in the world. Other very large auditoriums are being obtained throughout England and the United States. It will be the desire of every publisher to do his part in trying to pack out these auditoriums by advertising to the very best of his ability the convention and "GOVERNMENT AND PEACE", the lecture to be delivered by Brother Rutherford June 25. Make it your business to bring some people of good will to the public meeting.

Pioneers

All pioneers in continual service for six months or more will be credited on their book account with the sum of $10 upon receipt of a post card stating which convention they attended. The post card should be directed to "Pioneer Desk" and mailed from the convention city.

Rooming Accommodations

One very big problem will be finding accommodations for all publishers for three days. The New York company is hard at work on this. It is suggested that you write the Convention Room Committee as soon as you can after June 1, so that your accommodations can be mailed to you and you will know where to go when you arrive at the convention city. In your application for rooms state what price you desire to pay, the kind of accommodations you want, the number in your party, and how many in a room. Set out all the details clearly in your letter. Select your convention city now, and then arrange for your accommodations with one of the following:

Watchtower Convention
Room Committee
5955 S. Richmond St.
Chicago, Ill.

Watchtower Convention
Room Committee
c/o Embassy Auditorium
9th and Grand Ave.
Los Angeles, Calif.

Watchtower Convention
Room Committee
117 Adams St.
Brooklyn, N. Y.

Service In the Field

The territory to be covered in each city is being carefully planned and mapped out for the publishers. The booklet campaign carried on during the testimony period in June will also be effective during the convention days. Combinations of 7 booklets will be provided the publishers at the convention book rooms, and these combinations will have a special wrapper announcing the public meeting on Sunday. It is expected that many thousands of booklets will be placed in the convention cities. The service in the field will include not only the door-to-door witnessing with the literature, but also the use of phonographs and sound-cars, distribution of handbills, engaging in "sandwich sign" parades, and making back-calls wherever possible. Come prepared to devote a good portion of your time in advertising "GOVERNMENT AND PEACE". Each publisher finding interest that is deserving of a back-call should arrange the same and turn in the Back Call slip to the convention city. The local publishers, we hope, will take care of these immediately thereafter. It is believed that more than 30,000 publishers will be engaged in the field work in these international conventions.

All company servants should announce between now and the convention the following:

"Report your activities of field service at the convention on a regular Publisher's Field Service Report slip. Keep a duplicate of this report and, on returning home, turn this duplicate slip over to the local company servant."

Traffic

Publishers driving cars should be sure they have with them their driver's license and ownership license. Observe traffic regulations.

Trailer Camp

The Society suggests that pioneers do not haul their trailers long distances for only a three-day convention. There will be no trailer camp provided at New York City, as none can be arranged close enough to the convention halls to be convenient. If you come in your trailer, park it somewhere outside of the city. As to arrangements for trailer camps in other convention cities, write to the rooming accommodations committee for details.

Transportation

Many special rates are in effect now, particularly to New York, because of the World's Fair. Inquire of your local railroad agent and at bus terminal as to what is the best fare to New York and return. Inquiries should also be made locally for group rates by train and by bus to other convention points. Zone servants may be of some assistance to the various companies in arranging for transportation. Those coming by automobile and not having their cars filled might arrange with other brethren to come with them and bear a part of the expenses. The publishers should also do what they can to assist the newly interested to get to the convention.

Other Information

The locations of the auditoriums in the convention cities are as follows:

New York

Friday and Saturday:
Manhattan Center
34th St. and 8th Ave.
Sunday:
Madison Square Garden
50th St. and 8th Ave.

Chicago

Will be announced later.

Los Angeles

Embassy Auditorium
9th St. and Grand Ave.

Programs, territory and other details relative to the convention can be had on your arrival. Information booths will be handy in each auditorium. Decide now to which of the international convention cities you are going and who is going with you. How many newly interested ones are you trying to assist to get to their first convention? There is a great blessing in store for all who attend. Make your arrangements now and

Enjoy "Government and Peace"

DON'T FORGET SUBSCRIPTIONS

"New Earth" Testimony Period All of June

Booklets to Be Placed

Special Offer
7 on 25c Contribution

To all of those on the Lord's side the month of June is the "NEW EARTH" Testimony Period.

According to the Lord this "new earth" will be glorious. It is the footstool of Jehovah, and His witnesses are now given the privilege of carrying knowledge regarding this wonderful provision to the people of good will who desire to take advantage of it.

The agency that the Lord has arranged to comfort the people during the month of June is 7 booklets on a contribution of 25c, composed of 4 colored-cover booklets and 3 self-covered booklets.

There will be no testimony card supplied by the Society for this combination. Therefore, use your phonographs and the record P-101, "Value of Knowledge," to introduce the booklet combination.

Where you are unable to place seven booklets, drop to *Fascism or Freedom* or any other self-covered booklet on any contribution they are able to make. If they are unable to contribute, leave a self-covered booklet with them if they are sufficiently interested to desire to read it.

When witnessing in foreign-language territory a combination of seven booklets in that particular language is to be offered, the same as in English.

All companies are to clean out their present stock, starting first with those of which they have the largest number in stock and reducing them until they bring the supply down to a normal amount, then using others until their entire stock is balanced. Companies, for the duration of this campaign, are hereby authorized to transfer booklets to the pioneers working in their territory, and pioneers are urged to draw on the company's stock for their supply, as long as the company has an available supply. However, companies are not to order an extra supply to provide for pioneers. When such a transfer is made a regular Transfer of Stock form is to be filled out and signed by both the company servant and the pioneer. The Transfer forms are to be retained until the end of the campaign and then they are to be promptly sent in to this office by the company servant. Pioneers are not to send in any notices of such transfer of stock, the one sent in by the company servant being entirely sufficient.

The pioneers who cannot get their booklets from company stock, and such companies as do not have an adequate supply of booklets on hand, should order direct from the Society at once. In making up your order for this booklet campaign, choose it from the following publications, of which we have a good supply in stock: *Favored People, Supremacy, His Vengeance, Angels, Righteous Ruler, World Recovery, Dividing the People, The Crisis, Armageddon, Uncovered, Protection, Loyalty,* and *Government*-Hiding the Truth: Why?

Let all of the anointed, Jonadabs and people of good will unite in pushing this campaign to the glory of the Lord. Make the proclamation during this "NEW EARTH" period one of the greatest and liveliest we have had to date.

INFORMANT

JUNE, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

World-wide Convention Expanding

Brother Rutherford to Speak Twice

21 Cities Already Tied In

Advertise "Government and Peace"

As this *Informant* goes to press arrangements have been made to tie in 21 cities to the network convention: 10 in the United States, 10 in the British Isles, and Honolulu, Hawaii. In the South, at Mobile, Ala., a special assembly is being arranged for the Colored brethren. In New York City, the key convention city, as well as in every other convention city, the publishers are zealously preparing every detail for the comfort and convenience of the conventioners and for a mighty, united witness to be given to the honor of Jehovah's name.

Our big job is to advertise "GOVERNMENT AND PEACE". This lecture, which Brother Rutherford will deliver at Madison Square Garden, June 25, at 4 p.m., will be heard simultaneously in all the convention cities and over a coast-to-coast radio chain. Our aim is to pack out not only the Madison Square Garden, but also the auditorium engaged in each convention city. To do this will require strenuous effort by all those coming to the convention. Therefore, come prepared to witness for the Kingdom, to join in information marches and to advertise the public meeting by every means offered.

On Saturday, at 3 p.m., Brother Rutherford will deliver another address to the publishers in all the convention cities, and we are eagerly looking forward to both of these sessions as well as all the other blessings in store for those who attend.

The conventions in the United States will be held at the following places:

NEW YORK, N. Y.
Friday and Saturday—
Manhattan Center
34th St. and 8th Ave.
Sunday—Madison Square Garden
50th St. and 8th Ave.

CHICAGO, ILL.
Chicago Arena
East Erie and McClurg Sts

COLUMBIA, S. C.
Columbia Township Auditorium
1703 Taylor St.

DENVER, COLO.
Rainbow Ballroom
Fifth Ave. at Broadway

HOUSTON, TEXAS
Scottish Rite Cathedral
1229 Polk St.

KANSAS CITY, MO.
Ivanhoe Masonic Temple
Linwood and Park

LOS ANGELES, CALIF.
Embassy Auditorium
9th and Grand Ave.

MOBILE, ALA.
Casino Mobile
208 Conti St.
Arrangements also being made for Colored brethren

OKLAHOMA CITY, OKLA.
Municipal Auditorium
1st and Walker Aves.

PORTLAND, OREG.
Sunday—
Portland City Auditorium

SAN DIEGO, CALIF.
(Public Meeting Sunday only)
Savoy Theatre
236 "C" St.

LAST MINUTE NEWS

Four cities in Canada tie in with world-wide convention: Toronto, Winnipeg, Lethbridge, Montreal. For details write Watchtower, 40 Irwin Ave., Toronto 5, Ont., Canada.

Rooming Accommodations

To aid the brethren at the convention cities, make reservations for rooms in advance. You may write for accommodations to the following places:

NEW YORK, N. Y.
Watchtower Convention
Room Committee
117 Adams St.
Brooklyn, N. Y.

CHICAGO, ILL.
Watchtower Convention
Room Committee
5595 S. Richmond St.

COLUMBIA, S. C.
Watchtower Convention
Room Committee
1641 Main St.

DENVER, COLO.
Ted H. Siebenlist
4349 Quivas St.

HOUSTON, TEXAS
R. O. Conoley
401 E. 5th St.

KANSAS CITY, MO.
F. T. Hoeck
3114 Paseo

LOS ANGELES, CALIF.
Watchtower Convention
Room Committee
c/o Embassy Auditorium
9th and Grand Ave.

MOBILE, ALA.
H. R. Conrow
600½ South Broad St.

OKLAHOMA CITY, OKLA.
Clarence Sanders
220 N.E. 10th St.

PORTLAND, OREG.
G. J. Janssen
908 S.E. Hawthorne Blvd.

"The Messenger"

32-Page Report of Convention Order Now — 5c a Copy

The June 23-25 convention, being world-wide in scope, will be of interest to every Kingdom publisher. Those unable to attend this convention, as well as those who do, will probably desire a permanent record of it. The last *Messenger* contained 64 pages. This one will have 32 pages, and only half the amount will be asked to cover the cost, namely, 5c a copy. Your orders can be sent in any time. We suggest that you place your order with the company servant for the quantity you need. Remittance should accompany all orders, as no charges will be made on account. *The Messenger* will be a good publication to leave with the people of good will. Order accordingly.

At each of the convention cities photographs will be taken of interesting scenes, as well as news items. Any publisher having an outstanding item of interest or a good photograph taken at the convention may turn it over to the chairman. Each convention chairman will forward a report, with pictures, to the Society, which will compile all material to be published in this 32-page magazine, of the same size as *Consolation*.

It Can Be Done

3½ Million Pieces of Literature Placed in June

The *Watchtower* Campaign is over. The results of the Lord's blessing upon the campaign from beginning to end has thrilled the hearts of the Lord's consecrated people everywhere.

Well over 100,000 new subscribers for *The Watchtower*. Millions who have read the *Face the Facts* and *Fascism or Freedom* booklets are excellent prospects for the special seven-booklet offer in June.

June promises to be a month of great blessings from the Lord and, as we should expect, the month of greatest activity to date.

The job before us is to advertise and attend the greatest convention of all times and place three and a half million pieces of literature in the hands of the people. Let us not throw up our hands and conclude it can't be done. *IT CAN BE DONE.* Last June we placed three and a half million pieces of literature. This year we have more than eight thousand additional publishers. The Lord expects his people to increase their time in the field by placing before each company publisher a 60-hour quota; therefore we are to have more hours. We have over 100,000 more good prospects besides the millions who have read *Fascism or Freedom* and *Face the Facts. IT CAN BE DONE.* BUT we must plan and work; we can't drift along and expect to attain it. Here is what each company publisher will have to do: place 3 combinations of seven booklets a week (or 12 a month) and 4 individual booklets a week (or 16 a month)—making a total of 100 booklets a month. It can be done; we did it last June, and can repeat it this June.

Time is important. If we put in the time and present the combination properly the rest will take care of itself. Our time quota is two hours a day. What we lose of this for any reason should be made up Saturday and Sunday, so that at the end of the week we have our 14 hours, or 60 at the end of the month.

Brethren who have consistently participated in evening house-to-house witnessing are enthusiastic about it; more people are at home, and they receive a better reception

(*Continued on page 2, column 2*)

June 25 Radio Chain

Many Can Tune in Shortwave

The lecture "GOVERNMENT AND PEACE", which originates at Madison Square Garden, will be carried world-wide by a radio chain and shortwave telephone service. Radio folders will be consigned to the cities where radio stations are engaged to carry this lecture, and near-by places served by these same stations. When you receive your consignment of folders, be sure to distribute them all before Saturday night, June 24. Many of the brethren in foreign lands, we feel sure, will be able to pick up the shortwave beams between 16 and 50 meters. They should tune in their shortwave sets on Saturday between the hours of 3 p.m. and 4 p.m., Eastern Daylight Saving Time, and on Sunday between the hours of 4 p.m. and 5 p.m., Eastern Daylight Saving Time.

Those hearing the lecture over their local radio station or by shortwave and desiring to send a message relative to reception or appreciation can do so by addressing "Watchtower Rutherford Brooklyn, New York". Radio stations to which you listen will undoubtedly appreciate a letter from you.

Do Not Deposit Printed Matter in Mail Boxes

Occasionally we receive a letter from a postmaster somewhere in the country to pay postage on handbills that have been left in mail boxes. Of course, it is not the Society that puts these folders in mail boxes, but it may have been done by publishers who are not acquainted with the postal law on this matter. The Post Office Department has a law to the effect that 'whoever shall knowingly or willingly deposit any mailable matter such as statements of account, circulars, or other like matter, on which no postage has been paid, in any letter box established for the delivery of mail on any mail route, shall for every such offense be punishable by a fine of not more than $300.00'.

We hope that the pioneers and company publishers will please take note of this and not leave handbills, booklets or any other printed matter in mail boxes. Place them in the hands of the people and, in the case of circulars, if no one is at home, put them between the door and the door-jamb or under the door or partly under the door mat. Do not use the mail boxes in cities or on rural routes.

Bohemian and Hungarian *Consolation* Discontinued

The publication of the Bohemian *Consolation* and the Hungarian *Consolation* is being discontinued with the month of May. All companies and pioneers, please take note and do not take subscriptions for *Consolation* in these languages. *The Watchtower* will be published in Hungarian and Bohemian, and anyone speaking those languages should be encouraged to subscribe for *The Watchtower*.

The Four-Month Campaign in United States

A Mighty Witness Was Given

We are submitting in this *Informant* a summary of the activity in the United States alone for the four-month campaign, for your careful consideration. There are some points that show up very favorably; others that do not show up as well as we had anticipated.

Books	435,759
Booklets	5,228,013
Total literature	5,663,772
Peak of publishers	38,835
Hours	2,931,031
New subscriptions	93,111
Attendance	4,303,848
Back-calls	519,373

The response for additional publishers was excellent, reaching a peak of 38,835 in April, well over the fifteen percent that we set as our quota. In fact, this proves that our new quota of 40,000 publishers will be attained ere long.

The *Watchtower* subscriptions showed up excellently, too. The total of subscriptions in the office for the United States and foreign countries is now over 120,000. Splendid!

It was in the bound books and booklets that we fell below our quota, though the results reached were unquestionably good. Yet, with the United States enjoying by far the most favorable conditions for freely spreading the Kingdom message, it was hoped that we could place 75 percent of the world-wide quota. Instead, we were able to place but 43¾ percent of the booklet quota and 43½ percent of the bound book quota.

The splendid work that was done during April indicates we might have reached our quota of books and booklets if we had shown the same zeal and enthusiasm throughout the four months as we did in April. The 'expectancy' of being able to make up the three months' deficit in April did not materialize. This should be a lesson which all of the brethren should learn: that the Lord is directing his organization from his temple and when he calls upon his people to enter into or participate in a campaign the work should be taken very seriously and each one from the *very beginning* should push the campaign with all his strength and time instead of merely doing so near its close.

Taken as a whole, however, the *Watchtower* Campaign resulted in a mighty witness throughout the earth to the glory of the Lord, and one that all of the Lord's people are truly grateful to him for having some part in.

The month of May was an extension of the *Watchtower* Campaign, but not included in the above totals. June and July will be booklet months and will enable the brethren to put out all of their remaining copies of *Face the Facts* and *Fascism or Freedom*. Plan your work now, and have in mind that last June over 3½ million pieces of literature were distributed. There is much work to be done that by the Lord's grace can be accomplished, especially now that we are nearing 40,000 publishers in the field. Have in mind the 60-hour quota for publishers and strive to attain that. Try to put out 100 booklets during June. Always have in mind seeking first the Kingdom and its righteousness. We have been richly blessed in the *Watchtower* Campaign and look forward now to the fight ahead and the work to be done.

General Information

Pioneers should always remit for *Watchtower* and *Consolation* new and renewal subscriptions, whether the subscriptions are for six months or for a longer period.

1939 Calendar is out of stock; do not order.

Fascism or Freedom booklets are now available in Finnish, French, German, Norwegian, Portuguese, and Swedish.

Face the Facts booklets are now available in Polish.

With this *Informant* there is being mailed the new Cost List. As soon as received make the following corrections: *Model Study* booklets, English and foreign, should be shown as FIVE CENTS per copy, instead of 3½c as indicated in Cost List. Under *Japanese*, page 17, bound books should be the same as for any other foreign language.

Electric Flasher Signs

The electric flasher signs may be used to advertise your local headquarters. Many times those invited to attend *Watchtower* or service meetings have difficulty in locating the hall or home. Have the sign in a conspicuous place, where all can see it.

Additionally, these may be used at zone assemblies to assist the out-of-town publishers to locate the meeting place.

While they last—two for 50c. Order through company servant.

Placards Used in Information Marches

The Society has been furnishing a packet of 20 large placards and 6 small placards for 50c. The shipping of these is more expensive than anticipated, and therefore it is necessary, in order to cover the cost, to raise the charge on each packet. Henceforth a packet of Placards for Information Marches will be 65c.

(*Continued from page 1, column 3*)

and place more literature. Let us all utilize this manner of service more and really go after our 60 hours.

Work in your "folder" distribution and "information marches" on definite schedule arranged by company servants. Each company servant and his assistants should plan every feature of the work very carefully. Plan; put in the time; work according to instructions—and the results are assured.

Three and a half million pieces of literature in addition to attending and advertising the greatest convention of all time. *IT CAN BE DONE.*

Pioneers should do their share in this campaign. Those who feel they should present a combination on a dollar contribution should include seven booklets in each one. In fact, seven booklets should be included in all combinations, or even fourteen booklets with two bound books. Let us all pull together for the greatest witness to date. Surely, it means more work, but we must work more to get those 60 hours in the field. We don't read of any murmuring on the part of typical Israel when Joshua told them they had to go around Jericho seven times on the seventh day. That meant more work, greater privileges, and more joy. The true Israel of God will never murmur at that.

New *Watchtower* Subscriptions to date, world-wide

Reported May 29 by	
Brooklyn Office	**113,864**
Berne Office	**2,490**
No. European Office	**3,663**
Total to date	**120,017**

—Don't Forget Subscriptions—

Our Kingdom Service During July

Keep Pushing Booklets

40,000 Publishers?

All during June ("NEW EARTH" Testimony Period) the special combination of four colored-cover and three self-covered booklets are being placed on a contribution of 25c, as previously outlined in May EXTRA *Informant*, which see for detailed instructions. As most of the publishers will be attending one of the conventions, using time traveling to and from such that would ordinarily be spent in placing this combination, this offer will be continued throughout July, so as to allow adequate time in which to cover as much of our territory as possible.

Many companies have written us that they had large quantities of certain booklets in stock, and so advantage should be taken of this two-month period to clean out this old stock of booklets, as well as to see that all *Face the Facts*, and any *Cure* still on hand, are disposed of. The company servant and the stockkeeper should make up 7-booklet combinations with this in mind, and all publishers should co-operate in getting these out. The same should be true with respect to the foreign-language booklets. Throughout July the pioneers may continue, as during June, to draw on company stock, the company servant sending in Transfer of Stock (signed by himself and the pioneer) at the end of this booklet campaign.

All eyes are focused on JUNE 23-25; and the convention will, no doubt, be the occasion for many to participate for the first time in the service of our Master. The convention will likewise be a stimulus to all to be out in the field as Kingdom publishers during July, taking the message of God's kingdom to others of good will.

The marvelous new high peak of publishers, noted elsewhere in this *Informant*, will spur all on to a special effort to encourage all who are associated with the local organizations, or being called on in isolated territory by pioneers, to engage in the field work, with our eye on our goal of FORTY THOUSAND PUBLISHERS this fiscal year!

Information Marches

Dispense with Old Title

Many inquiries come from publishers throughout the country relative to what have been designated as "sandwich-sign parades". They ask, Shall we secure a permit for such work? Shall we march without a permit? Is it necessary to secure a permit to carry placards and signs?

In the first place, it would seem advisable to correct the phraseology of this line of Kingdom activity. The term "sandwich-sign parade" is a misnomer. It does not accurately identify the particular witnessing work thus carried on. In fact, this language cheapens and makes the work appear degrading. When the publishers go forth carrying a message upon a placard they are not engaged in a parade. A group of publishers walking in single file, fifteen to twenty feet apart from one another, carrying signs or placards, and thus moving upon the sidewalk in such manner as not to interfere with other traffic, does not constitute a "parade".

The signs they carry convey information to any and every one, just as the Israelites' march around Jericho conveyed by action or sign a communication or message, to wit, (1) that the forces of Jehovah God were at hand ready to take action in the interest of the people of good will within the city; and (2) that destruction was impending for the hostile-minded ones within the city.

"March" relates to a dignified forward movement. Why not always use the term "march" instead of the undesirable term "parade", which undesirable term is embodied in prohibitive ordinances? This marching is done with a message on record, that is, in printed or permanent form—for the EYE, as distinguished from the spoken message, for the EAR. The message thus "on record" conveys information to passers-by that is of value to them. Therefore it seems that the term "information sign" is much more in harmony with the dignified nature of this activity than the term "sandwich sign". Dispense with the term "sandwich-sign parade" and in place thereof use the term "*information march*".

Shall we secure permits or licenses to engage in such a march? The United States Supreme Court decision of Lovell *v.* City of Griffin upholds the right to disseminate information and opinion, unhampered by license restrictions. Jehovah's Kingdom publishers are disseminating information concerning meetings and other matters when they go forth in such a march; and no municipality has the right or authority to hamper such march by means of a license restriction. Therefore it is unnecessary to apply for a permit. If arrests occur, the issues should be contested in court along lines stated in the "Order of Trial".

Bookmarks

Place One in Every Bound Book

The Society is inaugurating another feature to aid in finding the people of good will and directing them to your company studies. This feature is a bookmark, attractively printed in two colors on material of good quality. One side of the bookmark reads thus: "Dear Reader, Have you a QUESTION? Get it answered at your neighborhood study meeting. Or write WATCHTOWER and a visitor will explain. Our only purpose is to aid people of good will to come to better understand God's purposes." On the other side there is room in which to print the name of your local hall, its address, and the time of your various meetings. The Society will do the printing of these bookmarks on your order. When ordering, use Special Order Blank enclosed.

The publishers will readily appreciate the value of this new feature. The obtainer of a bound book with one of these bookmarks inserted will always have in a convenient place the name and address of your local hall and know where he can find the answers to various questions that arise in his mind as he reads.

Orders for these bookmarks can be placed immediately. The Society will furnish them at the following rates:

In lots of 1,000 or more, $2.00 per thousand;
500 bookmarks, $1.25;
250 bookmarks, $.75.

No orders smaller than 250 will be accepted. Remittance must accompany orders. The above rates merely cover the cost of material, printing and shipping. To have similar bookmarks printed locally would cost the company $3.00 or $4.00 a thousand.

Leave a bookmark with every bound book you place.

INFORMANT

JULY, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

Brother Rutherford Delivers Stirring Lectures to the World

Catholic Action Tries to Stop Public Meeting

Fascist Attempts Fail

"Salvation" Simultaneously Released at All Conventions

Jehovah Blesses World-wide Broadcast

By far the most blessed and enthusiastic convention of the Lord's people to date has come and gone in the General Convention emanating from New York, June 23-25. The high points were so numerous that it is impossible for us to cover all of them in the *Informant*.

Brother Rutherford's public address of Sunday afternoon was the high point. This speech was delivered under most tense and dramatic circumstances and will not be forgotten by those who were privileged to witness the event and hear the talk.

Madison Square Garden Packed

Visualize, if you can, an immense auditorium such as Madison Square Garden with close to 20,000 people packed into it, and a powerful witness for Jehovah and against the Devil being delivered. Then some three hundred fanatical Catholics in one section of the upper balcony tried to break up the meeting. Another small group in another section tried to do likewise. However, the Lord directed the handling of this situation so that not only were their efforts unsuccessful, but the Lord, maneuvering the enemy's forces as well as his own, caused the entire setup to work to the glory of His name and for the blessing of his people and the confusion of the enemy. The enthusiastic applause with which the mighty audience received each point of Brother Rutherford's speech struck terror to the hearts of the hoodlum disturbers. The results of the upheaval were—

1. To cause Brother Rutherford to determine by God's grace to drive the message he had to deliver into the microphone at any cost. This he did with a force and authority never equaled in the past.

2. The attack established a background for everything Brother Rutherford said, and by their own words and actions they stand condemned of doing the very things that the Lord reveals they have been doing and which Brother Rutherford was telling the audience about at that particular time.

3. Many honest Catholics in the Madison Square Garden, and those attending the other assemblies, and those listening to the radio, have indicated that they are heartily disgusted with and ashamed of the disgraceful tactics of Catholic Action. Evidently this is also percolating through to the Hierarchy; for they are breaking their necks now to discountenance what happened, claiming that it was radical Coughlinites that were responsible and that these are only a minor faction of Catholicism and do not properly represent their organization.

However, they waited too long. The facts got out and exposed their true position before they could be stopped, and honest people are getting their eyes opened. Not only that, but the whole disgraceful action on their part has, under the Lord's direction, been recorded and will encircle the earth again when this is reproduced in the homes of the people by the phonographs of tens of thousands of Jehovah's witnesses. This honor have all his saints and also their companions.

"Victory"

Another high point was Brother Rutherford's speech on Saturday afternoon, entitled "VICTORY", clearly proving that we have come to the time when the Lord's people are to take aggressive action; that the people of God are to go forward like locusts; not killing the people physically, but destroying the provender which the religionists have dished up for the people.

"Salvation"

Another high point was the release of the new book *Salvation*, which is a very important step in the progression of the Lord's arrangement, particularly in providing for the great multitude.

All through the convention the brethren had before them on the program "Salvation belongeth unto Jehovah"; so when Brother Rutherford introduced and released the book, the significance of the quotation came to all. Surely "Salvation belongeth unto Jehovah", the knowledge of which he has committed to his people that they may publish it abroad to the glory of his name and to the blessing of the people of good will.

Salvation was simultaneously released in all convention cities at the same time, in Australia, the British Isles, Canada, Hawaii and the United States, each point receiving its respective consignment on time. The brethren eagerly devoured its pages between sessions —reluctant to waste one precious second.

World-wide Broadcast

Another remarkable indication of the Lord's supervision of the entire convention was the unanimous reports from all parts of the earth that the reception was excellent.

Both lectures circled this planet. Reports have come from every part of the world indicating unusual reception. One engineer handling the overseas service said, "You people are always lucky." We know that Jehovah supervises these arrangements to His praise.

The key city for this convention was New York. There the convention opened in Manhattan Center. This spacious auditorium was well filled by Friday evening. By Saturday it was crowded out, and some 2,500 to 3,000 could not get in to hear Brother Rutherford at all on Saturday afternoon. Saturday night the convention moved into Madison Square Garden without confusion or commotion. Sunday morning the brethren assembled there for the final day's services.

Information marches were another outstanding feature of the convention. Between 3,000 and 4,000 brethren participated in these marches, giving New York City the greatest witness it has ever had, and one which it will not soon forget. There was much enthusiasm and joy manifested by the brethren who participated in this most effective means of advertising.

The enthusiastic and thrilling Declaration meetings indicated the Lord's blessings were many upon his people. Space will not permit us to go more into detail here. Read it all in *The Messenger*.

Remember, "Salvation belongeth unto Jehovah." He has entrusted us with the job of taking the facts concerning it in print to the people. Let everybody be ready for the "DIVINE MANDATE" Testimony Period, commencing August 1.

The Messenger

All of Jehovah's people will desire *The Messenger*, giving a complete report of the world-wide convention, not only that they may be informed of the happenings at each of the convention cities, but also that they may place it in the hands of those of good will at back-calls and model studies and mail it to their friends and relatives. Orders for *The Messenger* should be placed by the company servant for all publishers associated with the company. The cost is five cents per copy. Remit with order.

Salvation Autographed Edition Released

It was a thrill to all who attended one of the convention cities, or who attended "by radio", when Brother Rutherford, at the conclusion of his address on "VICTORY", held aloft the new book *Salvation* and announced that this new book was being released. Not only were these books released at the New York City convention, but every convention city was supplied with sufficient copies of the Autographed Edition, so that all who desired a copy could obtain one.

The "food convenient" contained therein is right "up to the minute", provided now by the Lord for his people, and especially for the "great multitude".

Those who were unable to attend, or who failed to obtain a copy at the convention, should order now. The Autographed Edition is fifty cents per copy. Obtain one for your own use, so you can begin your study immediately. Many with whom you are holding model studies and back-calls will desire one. Have these in mind when placing your orders. Those associated with a company organization should place their orders through the company. All orders for literature or other supplies by a company SHOULD ALWAYS BE SIGNED BY THE COMPANY SERVANT.

As outlined elsewhere in this *Informant*, August 1 marks the time for general distribution of *Salvation* to begin.

Forty Thousand Publishers During "Divine Mandate"!

Reach the Goal in August

In April, 1939, by Jehovah's grace, we reached a new high peak of publishers of 38,835, which was an increase of almost 5,000 over the previous month, and 8,000 over April 1938. It is Jehovah's time to bring in the increase, AND HE IS BRINGING IT, by Christ Jesus.

At the world-wide convention, many participated in advertising the Kingdom for the first time, either in actual door-to-door service or in information marches; and these were appreciative of the opportunity of thus serving their God. The instruction provided by Jehovah in the various discourses, and especially in that by Brother Rutherford on "VICTORY", was thrilling beyond description, as Jehovah's people saw that the only way to have protection and blessing from the Lord was to engage in "His strange work", as all who spurned this privilege now would be engulfed in "His strange act". The "recruits", along with the "seasoned warriors" in the Lord's army, were thrilled at the prospects of being on the Victor's side, knowing beyond question that, although the Devil's forces would bring every instrument into play against the Lord's people, "they shall not prevail."

The information contained in the various addresses, and particularly in "VICTORY" and "GOVERNMENT AND PEACE", was for a purpose. This wasn't just "another convention". It wasn't a time to meet "old friends", nor a time for "fellowship" as we once applied the term. It was a period of instruction and preparation for the battle ahead. Representatives from the enemy's camp were there—both of the Hierarchy and of those once posing as our brethren. They heard what was said about the manner in which Jehovah's witnesses will hereafter 'push the battle to the gate (of the enemy)' with intense activity and without compromise. NOW LET'S PROVE TO THEM THAT WE MEAN BUSINESS.

There is EVERY reason why "ALL [spiritual] Israel" and ALL "strangers [Jonadabs]" should zealously and determinedly take hold on and advance the Kingdom interests by taking the message of Jehovah's government of peace to others of good will, thus affording them the opportunity of accepting the King-

(*Continued on page 2, column 4*)

"Divine Mandate" Period Is World-wide

"Salvation," "A Text-Book for the Jonadabs"

To Be Offered on Contribution of 25c

40,000 Publishers in the United States

Greatly thrilled and encouraged by having some participation in the grandest convention ever, Jehovah's witnesses and their companions eagerly look forward to the "DIVINE MANDATE" Testimony Period beginning August 1 and continuing throughout the month of August. Appropriately, during this timely testimony period *Salvation* is to be offered to the peoples of all English-speaking countries of the world. Like a swarm of locusts, those who love Jehovah and righteousness will unitedly descend upon "Christendom" with *Salvation*. Filled with zeal by the forcible messages which were heralded by Brother Rutherford in "VICTORY" and "GOVERNMENT AND PEACE", the witnesses everywhere are determined to show their appreciation to the Lord, more than ever devoting their time and energy toward publishing Jehovah's name and his kingdom. Satan and all his visible representatives are now viciously and desperately fighting against the witnesses of Jehovah; but they cannot prevail, for the King now rules in the midst of His enemies and victory is certain to all who are on Jehovah's side.

Waste No Time

Everything should be in readiness to commence the campaign Tuesday, August 1. Publishers should be well stocked with the book *Salvation*. The brethren at the factory have been working day and night to get out sufficient of *Salvation*, and as this *Informant* goes to press over 400,000 copies have already been printed. Consignments of *Salvation* are now under way to all companies, and these should be on hand in plenty of time before the campaign. All publishers should know beforehand just what territory they are going to work during the campaign. As all territory becomes "new" for *Salvation*, the territory servant can easily arrange adequate and convenient territory for the publishers. Get to your territory as early as you can, and work there as long as possible, being sure to take along with you a good supply of *Salvation*.

Bookmarks and Back-Calls

By August 1 all companies who ordered should have received their bookmarks. The publishers should be sure to see that a bookmark is given to each one who takes the book *Salvation*. The company should immediately arrange for a midweek study of *Salvation* at their Kingdom hall; and the publishers should tell the people about this study, so that as many as possible can attend. The people should be encouraged not only to read *Salvation*, but as well study it with others at the Kingdom hall meeting.

This is also a propitious time to get all the people of good will already on your list to come regularly to a meeting of the company. The back-call servant should see that all the names he has on his back-call list are called upon soon with *Salvation*. It would be well for the publishers, when calling on these interested ones, to take along the autographed edition also; for many will want to contribute 50c and thus enjoy a share in bearing a part of the initial cost in the printing of this new book. Such back-calls, of course, should be made in the evenings.

New Publishers

The convention has stirred up many of the newly interested ones to the point where they realize the necessity and privilege of taking an active stand for the Kingdom. The publishers should take these out with them in the field and show them how they can most effectively sing the praises of Jehovah. There is no testimony card provided for *Salvation*. However, all will find it to their advantage to use the remarks made by Brother Rutherford in his letter in the Autographed Edition. This letter makes an excellent testimony. Study it carefully. If each zone servant, each servant of the company, each publisher, performs his assigned duty, there is every reason to expect at least 40,000 publishers active in the field during the "DIVINE MANDATE" Testimony Period. Be sure that you do your part.

The Goal of Each Company

The "DIVINE MANDATE" Testimony Period should result in the largest number of publishers of each company being active in the field; more than in any other previous month. Each publisher should strive to reach the 60-hour goal during this month. Also, each publisher should endeavor to place eight of the book *Salvation* during this month, and in view of the tremendous interest aroused by the reading of *Face the Facts, Fascism or Freedom*, and the *Watchtower* and *Consolation* magazines, and by information marches, and the publicity given by the newspapers of the unsuccessful attempt of the Catholic Hierarchy to break up the Madison Square Garden meeting, this goal is well within the reach of every active Kingdom publisher. With more publishers in the field, and putting in more time, we confidently expect the "DIVINE MANDATE" Testimony Period to produce the greatest witness with a bound book that has thus far been given in any one month.

This work must be done speedily if the people of good will are to be properly warned so as to take their stand wholly on the side of the King and his kingdom. Graciously Jehovah provides us with suitable equipment to successfully carry out our commission, and now with *Salvation* added to our ever-increasing weapons of warfare, there is every reason to joyfully go forth in the face of all the opposition and obstacles the Devil may bring about. Confidently, courageously and boldly, then, let each one faithfully engage in this Jehovah's "strange work", keeping ever in mind the promise, 'They shall not prevail against you.'

DON'T FORGET *WATCHTOWER* AND *CONSOLATION* SUBSCRIPTIONS

Use Bookmarks with "Salvation"

As outlined in the June *Informant*, the Society will supply the companies with a bookmark, attractively printed in two colors (a sample of which accompanied the June *Informant*), in lots of a thousand or more at $2.00 per thousand; 500 for $1.25; or 250 for 75c; remittance to accompany all orders.

Now that we shall have a new book—*Salvation*—to place with the people, a bookmark should be left in every book, showing the location of your headquarters and where they may meet with you to study the book. Arrangements should be made to take up a study of *Salvation*, in addition to the *Watchtower* study.

ORDER YOUR BOOKMARKS IMMEDIATELY and START USING THEM.

Pioneers to Order *Salvation*

Will Not Be Consigned

As already announced by post card, the pioneers are to order *Salvation;* these will not be consigned to them. All orders should be sent in to this office as quickly as possible, so that they can be shipped in time for the "DIVINE MANDATE" Testimony Period. Orders should be in at least ten days before the 22d of July. Be sure to order plenty. We hope that, on an average, each pioneer will be able to place 60 *Salvation* during the Testimony Period.

Factory Closed

As announced in *The Watchtower*, the Brooklyn factory and office will be closed for the two weeks beginning July 22 and ending August 6. In order for all companies and pioneers to be supplied with all literature required to carry on during this period and until the end of August, orders should be sent in not later than July 12, in order to insure shipment before the factory closes.

Don't Forget Subscriptions

(*Continued from page 1, column 4*)

dom and definitely aligning themselves therewith before it is too late, and incidentally calling the dare of religionists and their co-conspirators. There is EVERY REASON, with NO EXCUSE, why every one of Jehovah's people should thus engage in Jehovah's "strange work".

Therefore, let all who have ever had a part in the service, and now those for the first time realizing their Kingdom privileges, determine to have, by the Lord's grace, a full share in boldly declaring the Lord's judgments.

Remember our goal is 40,000 publishers in the field this year. We need 1,165 more than participated during April, to reach this goal. All those who attended the Memorial of Joy should be 'about their Father's business'. If every company in the United States helps at least one inactive or new one to see the necessity of taking a bold stand for the truth and having a share in the only work worth engaging in, this goal will be realized! If you do your part, we shall exceed this during the "DIVINE MANDATE" Testimony Period.

For those who can devote full time in field service there is the pioneer work. Write the Society for further details.

Study the "Order of Trial"

It is apparent from correspondence that comes to Brooklyn that many publishers have not studied their *Order of Trial*. It is especially noticeable with reference to Section Three. That section tells what to do in the case of assault and riot, but the publishers write in daily reporting such assaults and riots and wind up with "What shall we do next?"

This form of *religious action* is increasing in various parts of the country, and it therefore appears necessary to restate the course of action for publishers to follow. Hence, READ, STUDY and PRESERVE the following:

1. Study your *Order of Trial*. This applies to the publisher individually and to the company as a group. Study it by yourself and in your company gatherings. In your study pay particular attention to Section Three and determine in advance what course of action to take when assaulted or mobbed.

2. As part of your study, ascertain in advance how to secure a warrant for the arrest of a person who has unlawfully interfered with your Kingdom activity. Delegate a member of the company to investigate this subject and report clearly to the company the exact steps required and the place to go to secure a warrant.

3. Self-defense is justifiable under the laws of man and the laws of God. Don't let any Papal subject or other religionist maul you in the dirt or beat you up without such resistance as you are able to give.

4. Prepare for trial. If you are assaulted and unlawfully beaten or struck by one or more persons, get the name and address of each of such persons; also get the name and address of each one who witnessed the affair. Talk with these witnesses and have each one write out a statement (or you write it out for him) as to what happened, and let each witness sign his or her name to it. Keep these statements for your own use. If necessary to furnish the facts in such statements to the prosecutor or other official, furnish him with a copy, but you keep the originals. Send a copy of each statement to Brooklyn, marked "Legal Desk".

5. Get a warrant for the arrest of each of the lawbreakers. The place to get the warrant is determined by your local conditions. It may be from a justice of the peace, from the police court, or from a municipal court, or it may be necessary for you to see the district attorney, or the city or county prosecutor. As suggested above, find out in advance the exact procedure. Inform each publisher.

6. Sue them for damages. If you are seriously injured or property is destroyed as a result of such assault, follow up the criminal proceeding with a civil action for damages.

7. Publicity. Evil-doers hate publicity. They prefer to work in the dark. It is our privilege and duty to drag their evil deeds out into the open where all may see and consider. Therefore, when an aggravated assault or mob action takes place, give the matter as much prompt publicity as possible. Let the world know all about it, especially if the Hierarchy or its allied organizations are mixed up in the affair. Write out the facts clearly in narrative form, making several copies, and then turn such over to the editor of each local newspaper. Value of such publicity hinges largely upon accuracy of the points embodied in the published story: hence the need for preparing promptly and carefully that which is released to the press.

8. Send full reports. Report these events as quickly as they occur. In reporting, give complete name and address of each participant, as far as possible. When you have interviewed officials, such as a chief of police, sheriff, or judge, give the name and address of each of such likewise. With such information at hand Society's counsel may then be in position to render special co-operation and assistance.

KEEP these instructions. Study them. Be prepared. When a modern-day Philistine hits you with a brick, don't write and ask "What shall I do?" Go ahead and do it. Report fully.

Have You Considered Pioneer Service?

Have You Considered Pioneer Service?

INFORMANT

AUGUST, 1939 | "But they shall not prevail against thee."—Jer. 1: 19. | BROOKLYN, N. Y.

"Divine Mandate" World-wide Testimony Period Begins

Entire Month of August Set Aside

A Period of Intense Activity Offer *Salvation*

Jehovah graciously furnishes His people with information for their guidance and salvation, and then the command is: "Freely ye have received, freely give." The book *Salvation*, now provided by the Lord, contains information that is vitally necessary for all who expect to receive the protection of the Lord during "His strange act", when the wicked will be annihilated, and the responsibility to "warn them from me" now devolves upon those who have been advised.

In order to properly obey these commandments, special periods have been set aside for the purpose, and the entire month of August, appropriately designated "DIVINE MANDATE" Testimony Period, will be used in taking to those of good will the information concerning Jehovah's divine mandate, as set forth in the book *Salvation*. The book will be offered to the people on a contribution of 25c. Always be prepared to offer a combination of booklets when they do not take *Salvation*. A bookmark should be left with each one taking *Salvation* (and, for that matter, any other bound book), and each individual should be briefly encouraged to come to the study at your Kingdom hall.

Every one of the remnant and great multitude will have determined by now, and made plans accordingly, to spend every moment possible during the month of August, setting aside some time EACH DAY for sharing with other lovers of righteousness in bearing these tidings of good to the people. As both Jehovah God and Christ Jesus are unselfish, so are all true Christians, and we will therefore unselfishly devote ourselves to the Lord's service at this time. To have this rare privilege now is a joy immeasurable.

During August we shall still have long daylight hours, making it possible for us to spend considerable time witnessing each day. Those engaging in secular work will take advantage of this by spending time after working hours in carrying this book to the people. The "DIVINE MANDATE" Testimony Period should see not only an increase in the number of those who, by Jehovah's grace, attain the 60-hour goal, but many of our back-call and model-study interest having a share for the first time in the witness. Encourage these *early* to take a definite stand for the Kingdom! There is danger in waiting! The responsibility rests on us, particularly the anointed, to extend our hand to these seeking the way to Zion and invite them to go along with us and see the King's zeal for Jehovah.

REMEMBER: Each company publisher is responsible for placing eight *Salvation*, and each pioneer publisher sixty, during "DIVINE MANDATE" Period, August 1-31 inclusive. Use your bookmarks. Advertise *Salvation* in your electric signs. Place *Salvation* with all those for whom you have slips in your back-call file; and if you place all your *Salvation* before you can get another supply, use *Enemies* and *Riches* to carry on the campaign. Make the entire month one of intense activity, to the Lord's praise!

— Don't Forget Subscriptions —

Are Your *Face the Facts* and *Fascism or Freedom* Booklets in the Hands of the People?

Every company servant and stockkeeper should check their stock as to *Face the Facts* and *Fascism or Freedom*. If you have any more of these on hand this should be brought to the attention of the publishers and they should be placed during August and September, particularly in the rural sections. While August and September are the months in which *Salvation* will have a tremendous distribution, there are many people who will not have had the opportunity to read *Face the Facts* or *Fascism or Freedom*. These should be taken along and left on a small contribution or, in places where the people cannot afford to obtain *Salvation* or even make a small contribution for the booklets, one of these should be left with them if they promise to read it. Let's have the final distribution of *Face the Facts* and *Fascism or Freedom* completed in August and September.

Zone servants visiting the companies will also check the stock of these two booklets, because it is a message the people should have.

Placards for Information Marches

New placards for information marches will be furnished by the Society in a few months. Notice of this will appear in the next *Informant*. In the meantime use the placards you have on hand.

— Don't Forget Subscriptions —

40,000 Publishers!

"Divine Mandate" Period Should Have That Many

The Lord is pushing the battle to the gate, forcing the enemy out into the open. There can be no compromise now. Everyone must take his stand either for Jehovah or for totalitarianism. There is no middle ground.

The Lord has guaranteed to protect and preserve those who put their trust in Him. There are more than thirty different prophetic pictures provided by the Lord and appearing in the *Salvation* book in the chapter "Great Multitude", showing the Lord's arrangement to protect and preserve those who put their trust in him and serve him, and in every case this preservation and protection is conditional. The creature obtaining it must be faithful. That means to be a faithful witness that Jehovah is God and to use the equipment the Lord provides to carry the message of the Kingdom to the people.

There are many more than 40,000 associated with the various companies in the United States, quite a number of whom do not regularly participate in this Kingdom service. It should be kept clearly in mind that none of those who are physically able to do so but refrain from participation in the Lord's service regularly can hope to apply to themselves the wonderful promises the Lord makes to the classes mentioned above, nor any of the other promises the Lord makes in the Bible for those who are faithful.

These are serious times, and we are presenting this matter to the brethren everywhere in all seriousness. There is no good reason why we should not have 40,000 or more publishers in the field each month, nor excuse for not having them. Let us then, by the Lord's grace, make August a real "DIVINE MANDATE" Period by everyone's joyfully participating in the Kingdom service — 40,000 or more publishers in August and for evermore.

Company Servants Please Note

There has been an increasing number of company servants who leave blank some of the spaces on the monthly report card which they send to the Society. This is especially true regarding the total number of different individual publishers taking part in the service during the month.

In order for the Society's records to be correct it is necessary for the brethren to enter all the information requested, including the total number of different individual publishers. If there is only one person active, write the figure *1* in the column headed "Total Different Individual Publishers". Indicate how many actually participated.

Always check your reports carefully before mailing, to see that ALL the information requested has been given. Again study thoroughly the letter regarding reporting. Do not put on your report card any information that is not requested by the Society.

Company servants should send their reports promptly, both to the Society and to the zone servant.

"Kingdom News" Gives True Story of Madison Square Garden

One Million Distributed in New York City in Five Days

All Newspapers to Be Served with Copy

Newspapers of New York City and throughout the country gave to the American people a riot story of the Garden, some of them stating that the meeting was broken up, that the speaker never finished, and many other untrue statements.

So that the New York public might learn the truth the Society published *Kingdom News* No. 4. The presses were working day and night turning out a million copies. The publishers in Greater New York area went into fighting action. The distribution began Saturday, July 15, and by Wednesday evening the 19th one million copies of *Kingdom News* were in the hands of the people. It was a glorious campaign. Much interest had been manifested since the convention. The New York public in general appreciated the truth concerning the Madison Square Garden meeting.

Your Share

With this *Informant* goes a small supply of *Kingdom News*. These are not for the publishers, nor for the company's use, unless you desire to read it to the company, but the copies that are enclosed with this *Informant* are for personal delivery to the editors of the newspapers in your community. Distribute to the principal papers all the copies you receive. We can give the newspapers the opportunity of publishing the truth if they so desire. As soon as you receive the copies of *Kingdom News* please carry out these instructions.

Extra Copies of "Kingdom News"

If the company desires to have some extra copies of *Kingdom News* for their own use or for distribution to the people of good will, these can be ordered from the Society—1,000 copies on a contribution of $1.00. This paper will be of real interest, particularly to those people of good will who listen to the lecture "Government and Peace" when you run it for them in their home on a back-call.

Jehovah God is now carrying forward his "strange work", and we are grateful to him for the privileges of service we have. The new records, which will be ready the latter part of August, will, we feel sure, play a great part in the "strange work" which is being performed in this day.

"Government and Peace" and "Victory" Records Available

Each Publisher Should Have Record P-204, "Snare and Racket"

Use Order Blank

Every one of the Lord's people is anxious to put to use these new records. "Government and Peace" is an exact reproduction of what occurred at Madison Square Garden and reveals the masterly delivery on the part of Brother Rutherford of this stirring message. What a blessing it is that we can have this remarkable talk recorded exactly as delivered and continue to use it throughout the world in the interests of God's kingdom!

The lecture "Victory" was also recorded and is another remarkable talk to be used among people of good will.

"Snare and Racket"

This lecture appears under the number P-204 and is a record that every one of the publishers should carry with him from door to door and run it for the people, as it contains information they should have and will be a great assistance to each publisher in arranging for back-calls and placing *Salvation*.

Order Blank

With this *Informant* there is being sent an order blank which every company servant should fill out properly. Check with the company as to the number of sets of "Victory"-"Government and Peace" you need, and how many additional records, P-203, P-204, you will require for each of the publishers. By using this order blank and sending it to the Brooklyn office before October 1 you will be able to take advantage of the special rate the Society is making of 50c a disc. However, complete sets must be ordered, and as many additional discs of "Snare and Racket" as are required; this to be made all in one shipment, so as to save on carrying charges. These records will be ready for delivery immediately after the factory reopens on August 7. No need to send your orders in before that time. Along with the order for records you may order *Salvation* and other books and booklets that you require.

The Lord has provided us with the material. Let's put it to good use in back-calls and public meetings.

Our September Service

By the end of August we shall have been thoroughly "broken in" and "all set" to continue with the book *Salvation*, and so we will continue with this offer during the month of September. The book *Salvation* was mentioned on both Saturday and Sunday at the end of Brother Rutherford's lectures, the latter of which was broadcast worldwide, and therefore it is our duty to reach all of those who have been advised of the book and desire a copy. We should get our individual territories covered as quickly as possible.

Additionally, witness parties should be arranged during the month, particularly during week-ends. September 2-4 furnishes a good opportunity for rural activity, as many engaging in secular work will be free on those three days to engage in Kingdom service. Let's try to get our rurals covered before winter sets in and closes that field to us.

September ends the fiscal year, and a special endeavor will be made by pioneers and companies to meet their year's quota on bound books before the end of the month. Always take plenty of *Salvation* along with you. Don't get caught "running out". Place additional orders with the Society for your September needs NOW.

Riches and *Enemies* had a large distribution during the early months of their release. Let's do all we can to surpass that distribution. The issue is drawn more clearly, and those of good will are more anxious to know the truth. We have learned to be better publishers. We have more publishers, and expect to have 40,000 this month. There is every reason why we should make September the biggest month ever. By the Lord's grace, we shall. We had a quota of 8 *Salvation* per company publisher during August. Let's equal or surpass that during September!

Phonograph Orders

We have promised those ordering phonographs that they will be shipped in about 6 or 8 weeks. We regret that we have fallen behind this schedule, but, due to the convention and the tremendous demand for *Salvation*, we have been unable to do as much work on the phonographs as we should like. We expect to get in full swing in manufacturing phonographs the latter part of August, and hope to catch up on all orders within two months. If you have ordered a phonograph and have not received it, do not make inquiry about it for the present. It will be filled just as soon as possible.

Subscriptions

Brethren speaking foreign languages and associated with companies should turn in their subscriptions to the company servant for forwarding to the Society. Some brethren speaking foreign languages write the Society in their respective language, but if they use the regular renewal slips, and show definitely in which language they want *The Watchtower* or *Consolation*, the matter will be given quicker attention if done through the company servant.

Orders and August Work

Companies whose account and activity justify it have been sent a reasonable consignment of *Salvation*. However, there is always the possibility that some companies will run out of this new book before another order can be obtained. If this should happen, do not stop work.

August is a bound-book month. If *Salvation* runs out, use *Enemies* or *Riches* or any other bound book. Keep pushing the campaign with bound books. Send in your order and it will be filled as soon as possible.

Pioneers have been requested by post card and in the July *Informant* to get their orders for *Salvation* in here by July 12 and they would be filled before the Bethel home and factory close. Orders are still coming in (almost a week) after the dead line. We will do our best to fill as many as we can, but if your order for *Salvation* is not filled, do not stop work, but push the campaign with *Enemies*, *Riches* or some other bound book.

Bookmarks

The purpose of the bookmarks which the Society furnishes is to have the reader of the books attend a local study. So that the people may know the address of the local study, the Society prints on these bookmarks the address of the company and time of meeting.

When a company sends orders to the Society for bookmarks the special order blank should be used for this purpose. Be very specific as to the name of the hall, the street address, the city and state, and time of meeting.

Pioneers in company territory should secure from the company such bookmarks as they need, as this is to the advantage of the company.

Isolated pioneers have no use for the bookmarks unless they begin a meeting which will be permanent. Orders for bookmarks will not be accepted if for less than 250.

With This *Informant*

With this *Informant* there is being mailed an order blank for the records "GOVERNMENT AND PEACE", "VICTORY" and "SNARE AND RACKET". Use this order blank for the convenience of the office. It need not be mailed in before August 7, and by that time you will be able to determine how many more *Salvation* you will require, your needs for Bookmarks, Electric Flasher signs, and any other material you need to advance the Kingdom interests.

Also with this *Informant* are the copies of the *Kingdom News* mentioned under the article *"Kingdom News* Gives True Story of Madison Square Garden" for the newspapers in your community.

Advertise *Salvation* by Electric Flasher Sign

The Society has prepared three very attractive inserts for Electric Flasher signs for advertising the new book *Salvation*. The inserts are to be changed periodically, so as to create the greatest amount of interest. The company servant should promptly arrange to order a set of inserts for each Electric Flasher sign used in the company territory. The cost of a set of three inserts is 10c; 3 sets, 25c; 10 sets, 60c; more than 10 sets to one address, 6c per set of three inserts.

We still have a limited supply of Electric Flasher signs in stock. In order to place them in the field, the special offer of two of these signs for 50c still holds true. Order and use these signs for advertising *Salvation*, local public meetings, *Watchtower* studies, etc.

— Don't Forget Subscriptions —

Filthiness of Flesh

In view of correspondence coming into this office, the following excerpts are published, as taken from *The Watchtower*, March 1, 1935, pages 76-80, and it is suggested that the entire article appearing in said *Watchtower* be taken up and discussed sincerely at a service meeting of all companies:

"Is the use of tobacco, then, clean or filthy within the meaning of the Scriptures? The use of tobacco is exceedingly filthy, regardless of the form in which it is used. It befouls the body and dulls the mental faculties. It makes the user offensive to those with whom he comes in contact, and works great injury to the user and is a dishonor to God and Christ. The use of tobacco has greatly demoralized the human race. It creates an appetite for other impure and filthy things. The poison thereof calls for other poisonous things, creating an appetite for such. Under no condition is the use of tobacco approved by God's Word. It is entirely inconsistent for anyone of God's temple company to use the filthy weed, and for that reason no one using tobacco is permitted to remain at the Bethel home. For the same reason it is inconsistent for anyone who represents the WATCH TOWER BIBLE & TRACT SOCIETY to use tobacco either to chew or to smoke. Pioneers, zone servants, regional servants, and others, are the direct representatives of the WATCH TOWER BIBLE & TRACT SOCIETY. To be sure, the Society has no power or authority to say that a person who desires to use tobacco cannot do so, but the Society can properly say it will not co-operate with those who do insist upon using tobacco, and therefore will not willingly make such persons the representatives of the Society. Those persons, therefore, who conclude that they must use tobacco, and who prefer to do so rather than to participate in the Lord's work under the direction of the Society, are at full liberty to choose which course they wish to take. Those who conclude that they must use tobacco, and who are now representatives of the Society, may so notify the Service Department at Brooklyn, and their names will be withdrawn from the list. If to such persons the use of tobacco is more important than serving God's kingdom as one of his witnesses, then let such persons go ahead and satisfy their selfish appetites, but do not expect the Society to authorize such a person to represent it in the proclamation of the Kingdom message. We are in a time of greatest importance, when every one of the Lord's people must be on the alert. Those who want to represent the Lord and his kingdom must be clear of mind and hence avoid all things that Satan can use to interfere with their service. . . . 2 Corinthians 7:1, . . .

"Evil is that which works injury. No person is justified in working injury to himself, and certainly it is wrong to work injury to another. The use of such a poisonous weed as tobacco works injury both to the user and to those who are in contact with the user. This is particularly true with regard to smoking tobacco. . . . There is every reason against the use of tobacco; there is not one reason that supports its use. Surely, then, no Christian who is serving God could have an honest and sincere desire at any time to use the filthy weed. By doing so he is working injury, hence doing evil, and is following 'the evil way'. These things God declares that he hates. The fact that Jehovah hates that which works evil, coupled with the fact that tobacco does work evil, is conclusive proof that tobacco is the Devil's weed employed for the purpose of demoralizing human creatures. . . . The contaminating influence thereof has spread to all parts of the earth. Imagine Eve in the garden of Eden with a cigarette in her lips."—Pages 77, 78.

The above, however, does not authorize zone servants or regional servants to take direct action against any newly interested people of good will that have not yet broken off the tobacco habit privately, but refrain from using it when out in the field service.

Don't Forget Subscriptions

Have You Considered Pioneer Service?

"Divine Mandate" Testimony Period should find 40,000 publishers in the field distributing "Salvation"

"A Text-book for the Jonadabs."

INFORMANT

SEPTEMBER, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

Almost Made It

39,771 Publishers New Peak

Publishers of Jehovah's kingdom were so stirred by the world-wide convention that nothing could hold them back. The month following the convention finds a new peak of publishers, 39,771, engaging in the field work. This is very gratifying and brings joy to the hearts of all who are for the Kingdom, because they see the progressive onward march of the Theocratic Government.

Some companies have doubled their number of publishers during the year. This was accomplished by consistently aiding and instructing the inactive ones to do field work. The companies that have the Kingdom uppermost in their minds and have set aside strife and are working together in peace have shown the greatest increase.

The Society must still compile the report for "Divine Mandate" Testimony Period, and it is confidently expected that this month will find that we have reached the 40,000 publishers mark.

In just a short time now the new fiscal year of the Society begins, and it is natural to expect that next year will be the greatest of all, because of our greater understanding of the work to be done and the coming in of the "great multitude". Every regional, zone, and company servant should in every manner assist the publishers to get into the field and should aid them in making 60 hours a month.

The average number of publishers in the field for the last 10 months has been 34,630. This is nearly 9,000 more publishers in the field per month than last year. Let's look forward to next year with over a 40,000 average. "THEOCRACY" Testimony Period, in October, will find a new peak in publishers serving the Kingdom.

"Government and Peace"

New Booklet Off the Press

You have been wondering when the two lectures given by Brother Rutherford at the New York City convention, "Victory" and "Government and Peace", already available on records, would be ready in print. The new booklet, *Government and Peace*, containing both lectures, is now ready. The front cover shows a photograph of Brother Rutherford "in action" during the Sunday broadcast, taken just before the Catholic hoodlums staged their abortive attempt to break up the meeting.

Every "locust" will want to have a share in taking this message into the homes of the people, and "take away the veneer of religion that has been smeared over the people to keep them in darkness". Listen to the records, read the booklet, get set for a rally for THE THEOCRACY during international testimony period in October.

"Theocracy" Testimony Period Begins Oct. 1

New Book, New Booklet, New Records, and a New Year

More than 40,000 Publishers Expected

Ever since Sunday, June 25, that memorable day when Brother Rutherford delivered the history-making speech "Government and Peace" at Madison Square Garden, the Lord's people throughout the world have been waiting for its release for distribution among the public.

Saturday, October 1, will see your desire fulfilled. *Government and Peace* will then be offered with *Salvation* on a contribution of 25c. Where the 25c combination cannot be placed, *Government and Peace* with two other booklets should be offered on a 10c contribution; and where they are unable to contribute this amount but are interested and wish to read, the booklet *Government and Peace* should be left on any contribution they are able to offer; and if they are unable to contribute anything, leave the booklet with them free. This important booklet should be in every home in the territory.

This is the most vitally important combination we have ever been privileged to offer to the people; principally, because it is the Lord's message of the hour. We have all read *Salvation* and realize its power. We have heard or read *Government and Peace*, or will read it shortly if we haven't read it already, and are acquainted with the desperate effort made by the Devil through the Hierarchy-Fascist-Couglinite combination to stop it at any cost.

We have the recordings "Government and Peace", and undoubtedly most of the brethren have played them a number of times and have been thrilled by the greatest speech ever delivered on earth since the day of our Lord.

This three-fold combination will rip a hole in the Devil's earthly scheme of things that they will never be able to repair. Never before have we been so thoroughly equipped, nor have we had such a great responsibility.

Let each one therefore, with humility of mind and a consuming zeal for the Lord, accept this great responsibility that the Lord has intrusted to us and go forward in the "THEOCRACY" Testimony Period to deliver the greatest witness ever given by the Lord's people.

The Society suggested 60 hours a month for each company publisher. Many, realizing the great import of the hour in which we are living, will put in many more hours than that. Others who have not been able to attain the 60-hour quota up to now will find in this campaign the necessary incentive to overcome all obstacles and attain to that peak, and those who are so situated that it is impossible for them to put in 60 hours will be keenly disappointed in that but will gladly put in all the time they possibly can, that this important message may be delivered and this declaration of the Lord's judgment against the enemy may be made manifest.

The vicious and devilish attack at Madison Square Garden has proved a boomerang to the enemy. It makes a most effective background for Brother Rutherford's speech, of which, by the Lord's grace, he took due advantage. Therefore, as a part of this campaign this speech should be played in the hall of every company organization, it should be presented in every possible home where a back-call can be made, and the people in general, particularly the Catholic population, be given a vision of the devilish conditions that exist in that organization.

Plan your time and work so as to give the most effective witness possible. Use the "Snare and Racket" record to introduce *Salvation*, and also use the opposite side of this record, "Victory No. 13," following "Snare and Racket". These records are an effective testimony for *Salvation* and *Enemies*. Carry both books with you at all times.

For those who do not yet have phonographs we have a *Salvation* testimony card, which will go out with this (September) *Informant*. This will also serve as an identification card for all publishers.

Each publisher should have an assignment of territory around his or her home to work in at odd times throughout the week. Week-ends should be spent in cleaning up the towns and rurals before they become inaccessible because of winter weather.

See that this combination is placed in all your small towns, large towns and rural territory before the winter closes in.

Salvation has broken all records. We have printed over a million copies already, and now find it necessary to work nights also to meet the demand.

In addition to the above we have the "Victory" speech in recorded and printed form also. With all of these provisions of the Lord we have every reason to anticipate that the Kingdom interests will advance tremendously during the "THEOCRACY" Testimony Period, and surely will find more publishers in the field than ever before, more than 40,000 singing the praises of the Lord in the United States alone.

The September Campaign

September is the close of the fiscal year 1939. Whether this year will result in more literature being placed than in 1938 depends much on the whole-hearted enthusiasm and the time devoted to the house-to-house field service by ALL the brethren during September. Let's go ahead and do it!

Place "Salvation" and Booklets

The offer during September has been increased to include *Salvation* and three booklets on a contribution of 35c. This should result not only in a large number of *Salvation* books placed, but also in many more booklets distributed.

Companies still have on their shelves old large-size colored-cover booklets (English and foreign) and *Face the Facts* and *Fascism or Freedom* or other self-covered booklets. All these should be cleared out of stock, turned over to the publishers, and put out in the field during September. This can easily be done if each and every publisher takes a proportionate share of these booklets and makes it his business to put them out during the month. The stockkeeper and company servant should see that whatever of such booklets are in stock are so disposed of at once. Zone servants should check to see that their respective zones have cleared their shelves of large-size booklets, *Face the Facts*, etc., so that by October 1 they can wholly concentrate on the *Government and Peace* booklet campaign.

During the week-ends of September an extensive witness should be given in the rurals and the small towns of your assignment. All cars available should start EARLY for the "rurals". On account of the fewer calls that can be made, and the expense involved, the brethren should be on their territory early and put in an average of from five to seven hours each Saturday and Sunday. During the other days of the week, when the publishers have only a few hours available, territory close by one's home should be worked, so that the time is put to the best use possible.

As soon as the company receives its supply of the new records, they should be put to immediate use. In the rurals especially, you should find it easy to run both sides of record P-204, P-203, "Snare and Racket" and "Victory".

Remember that during September, in addition to stressing the new book, *Salvation*, the goal of each company is to distribute all the old large-size booklets and self-covered booklets in stock, as well as any *Face the Facts* and *Fascism or Freedom* booklets on hand. You should make it a point to leave at least one booklet in each rural home where there is any interest at all manifested.

Have You Ordered the New Records?

"Snare and Racket" Aid in Placing *Salvation*

Thousands of orders have been received in the last few weeks for the new records "Government and Peace", "Victory," and "Snare and Racket". As local company servant, have you ordered your requirements? Has every user of the phonograph ordered the record "Snare and Racket"? Remember the special offer of all fourteen discs which can be had at $7 if the order is placed before October 1. Additional discs of "Snare and Racket" may be had for 50c each if ordered at the same time. Use the special order blank furnished.

As soon as you receive these records put them to good use in public meetings and back-calls, and the "Snare and Racket" disc in door-to-door witnessing. In your door-to-door witnessing with "Snare and Racket" also run the other side, which contains the introduction of *Salvation* to the convention assembly on June 24. A tremendous witness will be given in the next few months, throughout the world, with this new series. By the time "THEOCRACY" Testimony Period arrives every publisher, world-wide, will have these records for the new year's campaign.

TEN MONTHS' COMPARISON
October, 1938, to July, 1939

	1939	1938	Difference	
Books	1,173,689	1,595,947	422,258	Decrease
Booklets	12,037,279	11,667,479	369,800	Increase
Total Literature	13,210,968	13,263,426	52,458	Decrease
Publishers (Average)	34,630	25,745	8,885	Increase
Hours	7,378,673	5,181,599	2,197,074	Increase
New Subscriptions	127,869	89,961*	37,908	Increase
Sound Attendance	10,981,752	11,151,677	169,925	Decrease
Back-Calls	1,077,361	220,211	857,150	Increase

* This figure covers only the special "Consolation" subscription campaign of April, May and June, 1938.

8,885 More Publishers This Year than Last

A comparison of the ten months' report covering the first ten months of 1939 with that of the same months of 1938 is most gratifying. An increase of 8,885 publishers each month is a clear indication of the awakening of the people of good will and Jonadabs to their great privilege of serving the Lord and advancing the Kingdom interests.

This represented an increase of 2,197,070 hours. The bound books, of course, show a decrease, but we believe that with an aggressive campaign with the *Salvation* book during the month of September, which campaign began in August, this can be overcome by the beginning of the fiscal year. Each and every publisher should accept it as his personal responsibility to see that this deficit in the number of bound books placed is wiped out by October 1.

Some might say, How can the report be so gratifying if we have a decrease of over 422,258 bound books? If there were nothing else to balance this, of course it would not be very encouraging; but it is when we see that there was over a 400-percent increase in back-calls made during this period, also an increase of approximately 38,000 new subscriptions and almost 370,000 booklets, whereby the decrease of 422,258 bound books is more than offset.

However, the Lord's people are going to zealously endeavor to clean up this deficit of bound books, so that they will have an increase in every branch of the service by the end of the fiscal year. This can be done, and undoubtedly will be done.

Notice

Due to the heavy orders received since Bethel vacation, it will take a few weeks to catch up. We will fill yours as promptly as possible. DO NOT WRITE ABOUT THEM.

With This *Informant*

Some time ago the Society announced that it was furnishing standard forms for all companies who desired to use them. These have now been printed. With this *Informant* there is a sample of each and a price list of service forms. The forms that you have already used and undoubtedly have in stock are not being sent. Only new samples are enclosed. Please order forms by their full name. Do not use symbols. If you use symbols and get the wrong number it will cause much confusion. The rates are so arranged that small companies receive just as much advantage in ordering supplies as the large companies. Remittance should accompany your order for these Service forms.

A supply of testimony cards for the *Salvation* book is also enclosed with this *Informant*. One should be given to each publisher. The publishers should always carry with them a testimony card, which is also their identification.

Inventory sheets are being supplied to pioneers and companies to fill out and mail to the Society; also order blanks for bookmarks.

Government and Peace Orders

Companies are being sent *limited* consignments of the new self-covered booklet *Government and Peace*. Consignments are based on 40 copies to each publisher. Due to the press for *Salvation*, we can at this time print only 3,000,000 copies of *Government and Peace*. Many more will be printed later. Therefore, as soon as you dispose of your consignment, order whatever additional supply you need, and by that time we hope to have plenty printed.

Pioneers, on the other hand, are to send in their orders for this new booklet. The new booklet will not be consigned to pioneers. Order AT ONCE whatever quantity you wish of these booklets, as well as other literature, so that we can ship your order to you by October 1.

DON'T FORGET SUBSCRIPTIONS

Advertise the King and the Kingdom!

Information Marchers in Groups of Three

Read Instructions Carefully

The purpose of an information march is to convey to the people information relative to the Kingdom. By having two or three publishers in given territories, with the proper overhead standards and placards, a more effective witness can be given than by a long march of several hundred persons.

Arrangement of March

Three publishers should be given an assignment of territory in which to march. These three should walk fifteen to twenty feet apart, two of them carrying overhead standards and the third one distributing handbills, and all three wearing the large placards on their bodies. These three marchers should be assigned to one or more blocks and will continue to march in this assigned territory during the time allotted for the march. If advisable in your territory, they can be given just one block in which to march, or even one side of a block. This is left to the discretion of the one arranging the march.

Other groups of three publishers should be given a similar assignment, until all publishers are given territory in which to march and the main section of your city covered.

"Parades" of ten or twenty or more publishers in a line walking down the main street are to be discontinued.

In following out this new arrangement of information marches the publisher comes within the law set down by the Supreme Court in the cases of *Lovell* vs. *Griffin* and *C.I.O.* vs. *Hague*. At no time should permits be asked for to carry on these information marches, regardless of any local ordinances, because an individual has the right to carry signs on his person and distribute announcements in this manner. This arrangement has been tried in several cities and has proved to be a more effective means of giving the witness and informing the people of the coming lectures.

New Placard Packet

The Society furnishes for use in information marches a packet of twenty large-size placards and four small cards, size 11 by 14 inches. On the small signs appear the wordings:

(1) RELIGION IS A SNARE AND A RACKET
(2) CHRISTIANITY IS YOUR PROTECTION
(3) SERVE GOD AND CHRIST THE KING
(4) READ THE BOOK SALVATION AND LEARN THE RIGHT WAY

In arranging your information marches, print on cards 11 by 14 inches the name of your hall, the address and time of meeting, and, if space permits, the subject of the next talk. One of these will back up each of the overhead standards, and by the carrier's continually turning these standards the people on the sidewalk can read both sides, in addition to obtaining a handbill announcing the meetings. The large signs are to be worn by all the publishers who advertise the four latest speeches by Brother Rutherford.

In placing your marches, one territory can have overhead standards Nos. 1 and 2, backed up with the local address, and the territory adjoining it on both sides could have overhead standards with the back and front giving the address of the public meeting. Then, the territory next can have overhead standards Nos. 3 and 4. Thus you distribute throughout the business section the various signs and keep prominently before the eyes of the people the time and place of the next meeting.

The Society is now filling orders for the new packet of placards, and the publishers should put them to use immediately. Arrange for information marches in your own home town and in other towns in your territory where public meetings are arranged.

Advertise the King and the Kingdom!

New Folders for Distribution

One for Public Meetings, Another for *Salvation*

The Society is publishing two new folders, which the advertising servant should be sure to have on hand for use by the publishers.

The one folder is the advertisement for the series of lectures "Government and Peace", "Fascism or Freedom," "Victory" and others, and allows room on the front side for stamping thereon the local address of the meetings. These folders should be prepared by the advertising servant well in advance of the meetings, so that the publishers, in covering the territory, will leave them in every home around the meeting place. They should also be used in information marches advertising the meeting. Keep a good supply of these on hand, as they will be used extensively during the next six months.

"Salvation" Folder

It is of such great importance that *Salvation* be placed in the hands of all who will read that it is wise for publishers to carry with them the *Salvation* folder when not distributing the Public Meeting folder. The *Salvation* folder should be left with all people who do not take the book and in every home where no one answers at the door. The people reading this folder later may desire to get this book through the Society or through the local company. There is a space left on the folder in which can be inserted the local address of the company meetings, as well as the local telephone number, so that interested persons in your territory can phone or attend the meetings, to make further inquiry.

Bookmarks

Where the person obtains a book in the regular witness work this book should contain one of the bookmarks, printed by the Society, on which appears your local address and the time and place of meetings. It is reported that many interested persons have attended meetings because of this convenient bookmark giving them the information. Are you using them in your territory?

All orders for bookmarks should be made on the Bookmark order form. Be sure to give the complete information regarding the time and place of your local meetings. These bookmarks are of no value unless they correctly direct the people of good will to the meetings.

Both of the above-mentioned handbills can be had at 40c a thousand. The bookmarks are $2 per thousand; $1.25 for 500; $.75 for 250. Not less than 250 bookmarks can be ordered. Use the special order blank for bookmarks.

The more information we leave with the public, the sooner they will become acquainted with Jehovah's witnesses and decide where they are going to be: either with the Lord's people or against them. "He that hath an ear, let him hear."

September Reports

Companies and pioneers are to close their September report on Sunday, September 24. The work done from September 25-30 is to be included in your October report. Each company and pioneer is therefore requested to send in the September report to the Society as quickly as possible after Sunday, September 24, so that we can have these in time to include in the 1939 fiscal year's report of the Society.

INFORMANT

OCTOBER, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

Special Offer for "Theocracy" Period

Use *Salvation* and Booklet

Jehovah has graciously permitted his witnesses on the earth today to have an insight into his purposes and an understanding of his Theocratic Government, by means of which his name and word will be completely vindicated.

One year has elapsed since the Theocratic arrangements were put into operation, and now the Lord is pleased to set aside an entire month designated the "THEOCRACY" Testimony Period, during which time all publishers of God's kingdom will place themselves wholly at the disposal of the Theocratic Government under Christ by using their time to advertise that government.

Offer

The disturbed conditions, with "war", furnish us with a very good opportunity to advise the people of God's provisions for salvation and a righteous government of peace, as contained in the newly provided ammunition, *Salvation* and *Government and Peace*, which will be offered to the people during the month of October on a contribution of 25c. A testimony card is provided for the *Salvation* book; be sure to include the *Government and Peace* booklet with every book. The new introductory record, "Snare and Racket," P-204, is also available. Note that this record also mentions the *Enemies* book; so be prepared to offer this as well. Be sure to leave a copy of *Government and Peace* with each one who shows interest in the message, even though he may be unable to contribute.

This period will be an excellent time for each publisher to thoroughly cover his individual territory with this new offer. One publisher reports placing forty of the book *Salvation* in just a portion of his neighborhood during August. Don't overlook this opportunity of permitting your neighbors to obtain *Salvation*.

Make arrangements with as many as possible for them to hear the two speeches, "Victory" and "Government and Peace", on records P-191 to P-218, on back-calls, at model studies, and at your Kingdom halls.

New Publishers Peak Reached

Of special interest to the companies is the chart found elsewhere in this *Informant*, showing a comparison of number of company publishers, 1938 and 1939. Note particularly the splendid increase during the current year since the Theocratic arrangements have been in effect. The chart shows only company publishers. For your further information, the total number of publishers for August reporting to the Brooklyn office was **42,319**; and so our 1939 goal of 40,000 has been far surpassed! What shall it be for 1940?

41,902 Field Workers in the United States

Look Ahead to 50,000 in 1940

It was a real joy to see the completed figures of the witness work in August, which month was designated the "'Divine Mandate' Testimony Period". Undoubtedly all who desire to share in the divine mandate and the blessings of the Kingdom that will be theirs because of the stand they are now taking expressed their appreciation to the Lord by being publishers during the "Divine Mandate" Testimony Period. In the United States alone, 41,902 publishers reported as engaged in door-to-door witnessing. Publishers in Cuba and other places totaled 417, bringing the number of publishers reporting to the Brooklyn office up to 42,319. Last August there were 25,730 engaged in the field work in the United States. This shows an increase in 1939 of over 15,000 for this month alone. This news should make the hearts of all of Jehovah's witnesses and their companions rejoice, because surely they can see the great multitude taking their stand.

Distribution of the *Salvation* book got off to an excellent start, and the "THEOCRACY" Testimony Period just ahead should find as many publishers in the work and a greater distribution of books and booklets, due to the release of the *Government and Peace* booklet for distribution to the public. With the new year coming on, we look forward to the new quota of 50,000 publishers; which is a 25-percent increase over that for this year. When that is reached, we will raise it. Jehovah's rich blessing has been upon those persons who desire to follow and heed the instructions of Jehovah God through his Theocratic organization.

Canada

An interesting report has just been received from Canada, also showing that they had a new peak of publishers for August, namely, 5,109. This is an increase of 1,898 publishers over the same month of last year.

"Kingdom News" to Have Wide Distribution

The Question Asked and Answered in No. 5 Is, "Can Religion Save the World from Disaster?"

Kingdom News No. 5, dated October, 1939, written by Brother Rutherford, will have a wide distribution throughout all the United States and other countries. For the past several months many people have been wondering why Jehovah's witnesses are saying "Religion is a snare". Now Jehovah's witnesses and their companions will bring the answer to each one under the heading, "Can Religion Save the World from Disaster?"

Kingdom News No. 5 is the same size as the last one, but instead of having four pages it will have two, and when ordered by the company a special rate of 50c a thousand will be charged, instead of $1 a thousand as was the cost of the previous issue, because this one has only half the number of pages. To pioneers, free. Order NOW.

The first printing will be 3,700,000. Each company should see to it that the publishers have these with them and when going from door to door leave them with the people who are interested, advising them to first read this paper and then to study the books. Where persons are unable to contribute anything but show interest in the subject, give them a copy free and try to arrange a back-call, at which time each publisher should run the record "Snare and Racket", followed by the records "Government and Peace" or another series which they desire to hear. The company servant should see to it that a sufficient supply of *Kingdom News* is kept on hand for the next several months, so that each publisher can have a share in the distribution of *Kingdom News*.

As the work of information marches is discontinued for the present, another responsibility is upon the witnesses of the Kingdom, that of putting in the time previously spent in information marches in the distribution now of *Kingdom News* and the regular witness work. Order now and let *Kingdom News* have a wide distribution in your territory!

"Government and Peace" Begins a New Year

Your Time in Field Important

The "THEOCRACY" TESTIMONY PERIOD, beginning October 1, will also mark the commencement of the distribution of the most widely heralded Kingdom message to date—*Government and Peace* in printed form.

This is by far the most important message that we have been privileged to deliver. The fact that the great Jehovah, maneuvering the forces of the enemy as well as directing his own army, prepared the stage as he did to give this message the setting it received at Madison Square Garden is one clear indication of its importance. The further fact that the adversary and his forces have tried so desperately to stop or destroy the message is another indication, and the continual and persistent effort on the part of the enemy to stop the advertising and presentation of this message in recorded form ever since it was released clearly shows how much the enemy fears it.

The Society is printing ten million copies of it. It is the publishers' job to take it and place it with the people. Let us, by the Lord's grace, do our part with zeal, enthusiastically and well.

Due to the heavy demand for *Salvation* and other Kingdom equipment it is impossible to print the entire ten million copies in time for the "THEOCRACY" Testimony Period. Therefore the following arrangement will apply. Please note it carefully and plan accordingly.

An initial supply is being consigned to all companies. This is only a small consignment, and is not intended as sufficient for the company's needs. Therefore each company is to order as many more as they can use effectively to thoroughly cover their territory. Watch this, and do not wait until your booklets are out of stock before reordering.

HOURS IN THE FIELD

	1938		1939	
	Co. Pubs.	Av. Hrs.	Co. Pubs.	Av. Hrs.
Oct.	22,495	13.1	29,550	13.1
Nov.	19,862	11.4	25,863	10.9
Dec.	20,613	12.0	28,371	12.1
Jan.	19,166	11.5	31,679	14.9
Feb.	22,092	11.9	29,599	14.4
March	20,755	11.0	31,729	15.2
April	27,832	13.4	36,247	17.2
May	25,401	12.6	35,629	16.7
June	28,464	14.8	33,903	16.6
July	22,248	11.8	37,172	18.3
Aug.	23,183	12.8	39,453	17.6
Sept.	24,050	9.5	?	?

The foregoing table, for comparing the number of company publishers and the time devoted to field service month by month for the years 1938 and 1939, casts a very interesting side light on the progress of the Kingdom service, particularly the part played therein by the company publishers. The year 1939 shows a deeper sense of responsibility on the part of all, even though in hours it started out lower than 1938, due to a slump in November. The article in *The Watchtower* of December 1, 1938, calling attention to the responsibility of the Lord's people, and Brother Rutherford's letter of January 1, 1939, had the effect of stemming the downward trend and of awakening many to their great privilege of increasing their time in the service, as shown by the steady increase in number of hours as well as the increase in number of publishers throughout the remainder of the year.

Increase in Hours

This table also demonstrates that increase in number of publishers does not mean a decrease in hours per publisher; for, despite the many new publishers that entered into the work, the number of hours per publisher shows a very healthy increase. In fact, it has been demonstrated that many of the people of good will and Jonadabs, who are daily coming to see their privileges, devote much more than the average time to the field service. This, of course, is recognized by all as a start in the right direction. We believe much more can be accomplished, and will be accomplished, during the coming year. The 60-hour quota per company publisher, suggested in Brother Rutherford's letter and in *The Watchtower*, should be striven for by everyone who is physically able to devote a reasonable amount of time to the Kingdom service; and while many may be unable to attain it, we are confident that a great many more will reach this goal during the coming year than attained it during the past, and those who do not attain it will, by reason of their striving for it, increase their time in the field very materially as a result.

Keeping Track of Our Increase

Each Company to Have Its Chart

The reports thus far received on the witness work accomplished by the companies during the fiscal year of 1939 just closed is very encouraging. The enthusiasm and zeal of the brethren is high, and we confidently expect and look forward to 1940 to be the greatest year ever to the honor and praise of Jehovah and his King Christ Jesus.

One particular fact noticeable last year is that the companies making the most rapid progress have been those whose servants are continually watching and reporting to the company on every phase of the witness work. The interest and zeal thus shown by the servants have fired the other publishers with similar enthusiasm, and the result has been that the company as a unit has wholeheartedly taken hold of every campaign and suggestion of the Society, with corresponding benefit to the people of their territory.

As one aid to all companies to be on the alert, the Society recommends that a large chart be made and conspicuously posted in your Kingdom hall showing the work done by the company during each month of 1939 with space beneath for comparing with it the work done during 1940. Below is set forth such a chart, which should be immediately made and kept up by each company. The chart sets forth the activities of a representative company during 1939. We suggest that the 1939 report be shown in red figures and the corresponding report for each month of the new fiscal year be contrasted by being shown in black figures. Special consideration should be given monthly to three features of the work which are largely under the control of each company publisher. These are PUBLISHERS, HOURS, and BACK-CALLS. The brethren can get out in the field service every month and thus "control" the number of publishers witnessing; they can put in time, the amount of which depends on the vision and zeal of the publisher; and they can make back-calls. The placement of literature and the sound attendance are beyond our control, though they are greatly affected by the other three features. Each publisher should make it his FIRST BUSINESS to get out in the field service, at the very least, once during every month, put in as much time as possible, and make back-calls; and the zone servants and servants of the company should continually emphasize these features before the company. Keep always before you the quota set for 1940: 50,000 publishers, which is an increase of 25 percent over last year; 60 hours a month in the field, the quota outlined by Brother Rutherford in his letter of January 1, and of which we are still far short; and one back-call a week for each publisher. We hope to reach this quota by the end of 1940; and to do this each publisher must DAILY do what he can to further the interests of the Kingdom. Watch the chart, and make each month a greater one to the vindication of Jehovah's name and word.

OUR YEAR'S KINGDOM WORK

		Books	Bklts.	Pubs.	Hours	Subs.	Att.	B.-C.	Av. Hrs.	Av. B-C
OCT.	1938	118	2,142	80	1,235		991	174	15.4	2.2
	1939									
NOV.	1938	90	1,841	82	1,107		1,427	151	13.5	1.8
	1939									
DEC.	1938	597	1,545	79	1,308		2,468	197	16.6	2.5
	1939									
JAN.	1939	340	3,833	92	2,017	94	3,108	407	21.9	4.4
	1940									
FEB.	1939	198	3,479	90	1,764	92	2,770	382	19.6	4.2
	1940									
MAR.	1939	207	3,240	89	1,701	99	2,568	517	19.1	5.8
	1940									
APR.	1939	217	6,424	98	2,346	101	2,614	531	23.9	5.4
	1940									
MAY	1939	194	6,027	97	2,588	89	1,909	390	26.7	4.0
	1940									
JUNE	1939	72	3,210	102	2,750	21	897	304	27.0	3.0
	1940									
JULY	1939	141	3,127	96	2,819	12	1,218	301	29.4	3.1
	1940									
AUG.	1939	415	2,246	105	2,483	18	1,844	421	23.6	4.0
	1940									
SEPT.	1939	440	3,971	107	3,240	23	2,236	529	30.3	4.9
	1940									
YEAR	1939	3,029	41,085	93.1	25,358	549	24,050	4,304	22.7	3.9
	1940									

Leave Something in Every Home

Society Has New Folders

It is our duty and privilege to continually hold before the people the generous provisions which Jehovah has graciously made for their protection and safety. We do so by bringing to them the message in printed and recorded form, and, additionally, by means of the bookmarks, the *Salvation* and public meeting folders, and electric flasher signs, we direct the people to where they can come and get complete instruction and aid. Now, more than ever before, it is vitally necessary to leave something with each person who is at all kindly disposed to the Kingdom message, even though that may be but the *Salvation* or public meeting folder. Reports coming in to the office show that much good results from such advertising, and all companies and publishers should fully equip themselves with all these forms of advertising and daily put them to use in the field. The folders can be had at 40c a thousand. The bookmarks are $2 a thousand; $1.25 for 500; $.75 for 250. Not less than 250 bookmarks can be ordered. Be sure to use the special order blank for bookmarks.

Kingdom Hall

A word about arranging for a suitable Kingdom hall. This need not be a regular auditorium or hall. A vacant store in a good location can be rented and easily fixed up for study and service meetings. Chairs can be bought very reasonably, and the entire outlay be within the reach of companies of average size. The Kingdom work is ever increasing, and all companies should keep up with this steady progress.

Flasher Signs

To aid the great multitude of people of good will to associate themselves with Jehovah's theocratic organization, it is essential that our Kingdom advertising campaign be of as permanent and uniform order as possible.

Day and night we should be advertising the new book *Salvation*, local public meetings, *Watchtower* studies, etc. The Electric Flasher signs are a great permanent aid in this connection, and each company should avail itself of this medium of advertising. Order and use these signs daily. You can still get two of these signs for only 50c, and included in this special offer are three inserts for advertising *Salvation*, and inserts for *Riches*.

You can advertise your local meetings by means of the Flasher signs. The time and place of your meetings can be printed on a light-colored paper and inserted in the signs. This is a simple and very effective reminder. Use them in your Kingdom hall. Use them everywhere! Advertise! Advertise!! Advertise!!!

World-wide "Watchtower" Campaign Report

67,229 Publishers in the Field Work

More than 5,000,000 Hours

While it may seem a long time since the *Watchtower* Campaign was completed, it has taken all this time to get in the final reports from every corner of the globe. Reports show that from January 1 to the end of April, which was the period set aside for the *Watchtower* Campaign, the greatest number of publishers ever engaged in the field in any one month were active. During this campaign it was the desire of everyone to obtain *Watchtower* subscriptions and place bound books and booklets. 121,073 new *Watchtower* subscriptions were obtained, surpassing our quota. We almost made our quota on books, placing nearly 700,000; and the booklets were over 11,000,000. Jehovah's rich blessing was upon this four-month special effort.

When we consider that over 5,000,000 hours were spent in witnessing, we know for a certainty that many people heard of the Kingdom and undoubtedly are now receiving a rich blessing from the reading of *The Watchtower*, the *Enemies* book, *Face the Facts* and *Fascism or Freedom*.

It is a real pleasure to set out the *Watchtower* Campaign of 1939 with a similar world-wide campaign of last year:

	"W.T." Camp. 1939	"Cure" Camp. 1938
Books	695,914	773,264
Booklets	11,186,803	11,743,603
Total Lit.	11,882,717	12,516,867
Pioneers	3,911	3,464
Auxiliaries		1,348
Company Pubs.	63,318	53,286
Total Pubs.	67,229	58,098
Hours	5,158,791	3,341,308
New Subs.	121,073	108,253
Sound Attend.	6,204,210	5,273,447
Back-Calls	744,563	184,156
Memorial—		
Attendance	79,558	68,133
Partakers	31,426	38,798

100-Pound Shipments

A large majority of companies could order 100-pound shipments if the company servants and stockkeepers did a little planning in ordering. Please have in mind that it costs just as much for the Society to send a 75-pound shipment of books by freight as it does 100 pounds. To send several small orders a month means the Society spends more money to get the literature to you than if you would order one large shipment a month and make it 100 pounds or more. The Society does not encourage small companies to order 100 pounds, but they should place an order about once every two months for the supplies they require and at the same time make remittance for the literature placed during the previous period, so as to keep their accounts in good condition. Where there are pioneers in small companies, or even large companies, the pioneers can be asked to turn in their orders at a certain time, to be mailed to the Society in the same envelope, so that all of this literature can be shipped out as one shipment, thus taking advantage of the 100-pound freight rate. The literature can be distributed to the pioneers at the company headquarters when received. When these joint orders are shipped as one shipment the various packages are marked on the sealing tape as to whom they are for, thus making it unnecessary to open the carton to see what is in it. Cooperation on the part of company servants and groups of pioneers ordering 100-pound shipments will save the Society considerable money which can be used for other interests of the Kingdom.

Do Not Ship Literature to Foreign Countries

Brethren having friends or relatives in other countries should not send literature to those countries. If you want these friends to get literature, order it through the Brooklyn office, and we in turn will forward your order for filling by the Branch in the country where you want the order delivered.

For example, if some Polish brethren in the United States want books sent to Polish people in France, send your order to the Brooklyn office with the proper remittance and the Brooklyn office will forward your order to the French office to fill. Government authorities have confiscated considerable literature sent from one country to another by the brethren. It is best to do this through the organization that the Lord has provided.

Bibles

Many of the brethren throughout the country are obtaining Bibles from different sources to place with the literature. This is quite all right, and there is no objection to their doing so. However, care should be taken that these Bibles do not contain comments that are contrary to the truth and confusing to the people. Only Bibles should be used that have no comments in them beyond the marginal rendering and concordance.

Discontinue Information Marches

Information marches throughout the country have given a good witness. But the witnesses will discontinue information marches for the present time. After October no more information marches are to be held by any of the companies until further advised by the Society.

The material you have for information marches can be stored until further notice.

Crusade Against Christianity in Polish

The Polish edition of the book *Crusade Against Christianity* has been printed in Europe. Paper-bound edition is ready, and those brethren who read that language or have friends who read it, and are interested in this book, can obtain it from the Society. Order it through the Brooklyn office or your Branch office. The books have not yet been received at Brooklyn, but as soon as they are received your orders will be filled. The paper-bound edition will be 50c.

INFORMANT

NOVEMBER, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N. Y.

Continue "Theocracy" Offer During November

Salvation Has Excellent Distribution

During "Theocracy" Testimony Period our offer to the people was *Salvation* and *Government and Peace* on a contribution of twenty-five cents. We are sure that all are anxious to supply as many as possible in their territory with these two important pieces of literature; and so the same offer will continue during the entire month of November.

All the publishers who engaged in the Kingdom service during October should be busily engaged therein during November, and, in addition, there should be others seeing their privileges. Note that last November there was a slump in number of publishers; so let each one determine to give a good account of himself. While there are only four Sundays in the month, many will be off from secular work on Thanksgiving Day and can utilize that day by really showing their thanks to the Father by passing on to others that which will point them the way to salvation.

Comparing the first two months' placements of *Salvation* with that of *Enemies*, an increase of 40,000 books is shown, which is gratifying. But it must be remembered that considerably more publishers were working with *Salvation;* so it behooves all to make a greater effort in the placing of this book. Familiarize yourself with it, so you can show the people the importance of obtaining it; use all the aids provided: "Snare and Racket" record, testimony card, *Kingdom News*, *Government and Peace* booklet, and (in preparation for the next visit) *Salvation* folders.

And REMEMBER, leave a copy of the new booklet at every call, if at all possible.

Do You Attend Zone Assemblies?

All Servants Should Be There

Reports indicate that many of the companies are not represented at the zone assemblies arranged by the Society. As outlined in Organization Instructions, these assemblies are designed to aid all publishers in furthering the interests of the Theocracy. The assembly is a provision of the Lord for the benefit of all, including the pioneers, who should also attend when it is convenient for them to do so.

At the Saturday night meeting, the regional servant meets with the zone servant and all company servants and their assistants to consider reports and other conditions pertaining to the Kingdom activity in the zone, giving such counsel and aid as is necessary. The company servant should consider it both profitable and necessary to attend this meeting, urging his assistants to do so as well; and when he cannot attend he should, by all means, be represented by someone in the company.

War of Vindication

"Government and Peace" Feature for Month

"Snare and Racket" Record to Be Used

Kingdom News to Have Wide Distribution

This is the title for our December special period, and naturally calls to mind the great issue facing the Lord's people at the present time. It brings to the fore the thought of the warfare that Jehovah of hosts is prosecuting, and reminds us of the great Theocrat and the vindication of His name. Therefore the title must inspire everyone on the Lord's side to determine, by His grace, to devote as much time and energy as possible to this campaign during the month set aside for that purpose.

Commence planning now, so that the greatest amount of time will be given and the most effective co-operation rendered by you. Today every agency of the Devil's organization is assembled against the great Theocracy, and it is the privilege of the anointed and their companions, in the strength of the Lord, to go forward against this array and push with greater vigor than ever before in this War of Vindication, absolutely confident of their ultimate victory. The name of Jehovah is involved. There is no middle ground for the Lord's people now. Those on the Lord's side must publicly show themselves for Jehovah and his Theocracy.

The Lord has graciously provided the weapons for this warfare. They are not carnal, but mighty for the accomplishment of the purposes the Lord has in mind. The particular provisions for this campaign are made to order for the "War of Vindication". The primary offer is three booklets on a 10c contribution, all combinations to include *Government and Peace* and any other two booklets with which you may be heavily stocked. In addition to the three booklets, include *Kingdom News* No. 5 in every combination.

A brief analysis of *Government and Peace* and *Kingdom News* will help visualize the power of these weapons. *Government and Peace* opens up by defining what the Theocracy is. Next it manifests the inadequacy of the existing makeshift which the Devil is desperately trying to retain. Next it shows how the Theocracy may be had and enjoyed. After that it tells the people when they may expect the Theocratic government to rule, and then calls their attention to the desperate opposition to the Kingdom now in evidence from every element of the Devil's organization, and concludes with the great privilege now available to all order-loving Catholics, Jews and Protestants and all others who forsake religion and choose and serve Jehovah and Christ his King.

All these facts are vitally connected with the "War of Vindication" and are of paramount importance to the people of good will. Jehovah has entrusted his people with the great privilege and responsibility of carrying this very important message to the people; therefore this is our part in the "War of Vindication" committed to us by Jehovah through his King.

In addition, the *Government and Peace* booklet contains the "Victory" speech, visualizing Jehovah's organization and the battle, declaring the determination of the Lord's people to take their position on Jehovah's side in this War of Vindication and thus be instrumental in raising up a standard for the people. It is thrilling beyond words to be privileged, by God's grace, to carry this message to the people now.

Kingdom News No. 5 presents the issue squarely to everyone—"Can Religion Save the World from Disaster?" The Lord's people know the answer; there are millions who do not. These people are entitled to this information provided by the Lord. Therefore let each and every one with zeal and joy go forward carrying it to them. The greatest inducement to place *Kingdom News* No. 5 in the hands of the people, of course, is the fact that religion has been the chief instrument used by the Devil to blind the people to the glory of God and induce them to ignore God and the Bible. Therefore the exposing of religion is directly related to the War of Vindication, and anyone who loves the Lord cannot hold back from having a part in its distribution.

Where the people are unable to accept the three booklets on a 10c contribution, drop to *Government and Peace* and *Kingdom News* on a 5c contribution, or any contribution they are able to make, even one cent; and if they are interested and want to read but are unable to contribute, leave *Government and Peace* and *Kingdom News* with them on their assurance that they will read them.

The object of this campaign is to cover as much territory as possible with this very important message during the month of December. Therefore a thorough organization, speed and effectiveness are necessary.

When the publisher is able to play the "Snare and Racket" record, then, of course, *Salvation* and *Enemies* should also be offered in addition to the foregoing combination, on a contribution of 60c or 35c, depending upon whether they wish to take both or one of the bound books.

Are the People of Good Will Attending Your "Salvation" Studies?

Are Studies Conveniently Located?

The book *Salvation* is the Lord's provision for instructing the people of good will in the way of SALVATION. One main study should be held at the headquarters of each company; and, in addition to this, at strategic points throughout the company territory, there should be established *Salvation* studies which would be convenient to a number of publishers as well as to people of good will. The publishers should always attend the study in their area.

The study conductors should also arrange to hold the territory in the immediate vicinity of the study, for those attending. This territory should be worked regularly as outlined in the new form forwarded to the companies recently. The study conductor should lead the publishers into the field, thoroughly witnessing to the people in that vicinity, making back-calls, conducting model studies, and inviting the people of good will to attend that meeting. The study conductor also should have all back-call names in that particular area and see that these people are properly called upon and invited to the study, or have other assistance as may be necessary provided for them.

These *Salvation* studies, however, should not be used as an excuse to discontinue the model studies in that particular vicinity. Back-calls should be made as usual, and each back-call should be developed into a model study, and as the people progress in the model study they should be invited to the *Salvation* study. In fact, it is not necessary to wait until the conclusion of the model study before inviting the people to the *Salvation* study. They should be attending both studies for a while, and, of course, when they are attending the *Salvation* study they should also be invited to attend the headquarters' *Watchtower* study and service meeting. In this way the various features of the organization can co-ordinate in developing the interest all over the territory, gradually working it into the company organization.

Company Publishers' Field Report

	Last Year			This Year		
	Company Pubrs	Av. Hrs	Av. B-C	Co. Pubrs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	?	?	?
Nov.	25,863	10.9	2.4	?	?	?

The *Informant* will publish each month the comparison of the number of publishers, hours, and back-calls made this year, with that of last year. Each company, having its own chart, will be able to see how they have added to this advance in the Kingdom work by having more publishers in the field. You can compare your local increase in hours with the country's increase in hours, as well as back-calls.

Is Your Company Set for the New Year???

Subjects You Can Take Up at Service Meetings

Jehovah's THEOCRATIC GOVERNMENT is marching on to complete victory. Its onward march will completely destroy every vestige of Satan's organization and wicked rule. The prospects for the coming year for all those on Jehovah's side are the finest ever; there is much work to be done and Jehovah has graciously provided us with all the necessary equipment to do it most effectively.

Is your company wholly devoted to the Theocratic Government and fully prepared to make this year the best ever to the praise of Jehovah?

Have you gotten off to a good start, by exceeding in every way your activities of October 1938?

Is your yearly comparison chart made up?

Are the servants of the company properly performing their assigned duties? and are they taking the lead in the field-service work?

Is your Kingdom hall suitable for the needs of the company? Are *Watchtower*, *Salvation*, and service meetings held there each week? Are these meetings well attended by the publishers? Are adequate *Salvation* studies arranged for the interested persons throughout your territory? Are all studies conducted in harmony with the method outlined by the Society? Are your service meetings planned in advance?

Does the company have an ample supply of all books and booklets, especially of current campaign literature? Do you have a good supply of bookmarks, *Salvation* and public meeting folders, and *Kingdom News*? Is the stock room opened at designated times so that the publishers know when they can get literature? Is the stock issued in an orderly and efficient manner? Does each of the publishers have a good supply of all this equipment? Does the company make up its orders for stock in 100-pound shipments and send the orders in far in advance of the date you need them?

Does the company have a complete stock of records? Are these records being used by the publishers regularly? If not, how are you arranging to see that all the records will be put to use continually? Have you sufficient phonographs? Are these in working condition and in use regularly? Are you advocating and using the doorstep method?

Is the company territory properly zoned and subdivided, so that reasonable assignments may be made to the publishers? Do all the publishers have individual assignments near their homes which they can work at odd times in addition to their regular time of service? Are all territories systematically witnessed to, whether the territories are near by or far away, desirable or difficult? Is the good-will interest in each assignment being taken care of properly? Is the territory around each study meeting periodically covered by the study group, and back-calls arranged for the interested?

What is the company doing to increase the number of its publishers 25 percent over its peak of last year, and thus do its designated share to reach the nation-wide quota of 50,000 publishers? Are all the publishers getting out in the field service at least once every month? How are you aiding the newly interested ones to take a full share in the Kingdom witness work?

Did the company's average of hours a month per publisher last year equal that of the nation-wide average of 15.6 hours? Will the company average at least 20 hours a month per publisher during 1940? Are you encouraging as many as possible to reach the quota of 60 hours a month? Has the company set its quota of hours for 1940?

Is the company averaging four back-calls a month per publisher? Are the publishers striving to develop each back-call into a model study? Is the *Informant* supplied to the back-call interests and, in fact, to all interested people attending any of the company meetings? Are all the names of *Watchtower* and *Consolation* subscribers and of others interested kept in proper files for including with territory assignments and for circularizing with letters or other information the Society may desire to send out? Are the publishers using the new Back-Call Follow-Up reports?

Is the company using the different means of advertising advocated by the Society? Are all publishers using the bookmarks and the *Salvation* and public meeting folders? Are you using the Electric Signs? Do all the publishers and interested persons know of the weekly activities and meetings of the company?

Does the company from time to time consider the privileges of entering the pioneer service?

Is the company prepared to defend its Kingdom interests against the lawless assaults of the religionists and their allies? Do all the publishers always carry with them the testimony card? Do the publishers know what to do in case of arrest? When brought before the court? When put on trial? When convicted? Do the publishers understand what action they should take when unlawfully attacked while witnessing from door to door?

Does the company as a whole attend the zone assemblies? Does the company fully co-operate with the zone servant?

Is the company using the new service forms prepared by the Society?

A proper consideration of these and related questions should be taken up in your service meetings from time to time, in order that your company may function as effectively as possible.

Advice to Kingdom Publishers

With this *Informant* we are sending each publisher a copy of *Advice to Kingdom Publishers*.

This booklet outlines the procedure the Kingdom publishers are to follow in case of interference. It will be noted that it leaves out exhaustive legal technicalities and presents a straightforward procedure that the Christian may follow without difficulty. It also contains samples of motions for dismissal, and such other information as may be required for the presentation of a case before the court with the objective of giving a witness as the Lord commands.

New Publications

The following publications have come into stock since the printing of the May 1 Cost List:

English: *Salvation*, *Government and Peace*.
Ibo: *Uncovered*.
Italian: *Fascism or Freedom*.
Pampango: *Protection*.
Polish: *Fascism or Freedom*.
Rumanian: *Face the Facts*.
Spanish: *Fascism or Freedom*, *Model Study* (now out of stock).

Don't Forget Subscriptions

United States Received Its Best Witness

Will 1940 Reach New Peaks?

Remember Hours, Back-Calls and Being a Publisher

The fiscal year, which ushered in the new Theocratic arrangements, has been replete with blessings from Jehovah. The report, which will be given in detail in the 1940 *Year Book* (which all Kingdom publishers will read with interest and profit), shows that, true to His promise, 'God gave the increase.' This increase was manifest not only in the placements of literature with the people, but particularly in the gathering of God's "other sheep".

The high points of the report for the United States (including pioneers) are increases over the previous year of almost 10,000 publishers, half a million pieces of literature, three million hours, one million back-calls, and 60,000 subscriptions. The increase in publishers would have been still greater had the publishers been more regular in the service. Reports from zone servants indicate that a large percentage are 'spasmodic' publishers, which caused the reports of both publishers and placements to fluctuate greatly.

The Society has set a quota of publishers for the United States at 50,000, based on a 25-percent increase over the peak of publishers during 1939. Each company should set a like quota, and should also set a quota of hours for the year. This may be arranged by having each publisher turn in a slip of paper indicating thereon how many hours monthly he will possibly be able to use in the Kingdom service. It is not necessary for him to sign his name to this slip. These hours can then be added up, divided by the number that turned in slips, and multiplied by the peak number of publishers reporting in 1939. This would be multiplied by 12 to get the quota for the year.

The quota for company publishers is four back-calls per month. Due to the importance which was continually accorded to back-calls during this past year, with the publishers realizing the necessity of continually 'feeding the other sheep', it was possible for the company publishers to report an average of 2.2 for the year. By the Lord's grace, this will be raised during this year to the quota of 4 per month per publisher.

The Lord is pleased to have his people very busily engaged in "his strange work"; and so, realizing that the time is very short in which to do the work entrusted to us, we will determine during this fiscal year to put forth every effort to advance the interests of THE THEOCRACY. A goal of 60 hours per company publisher was set by the president of the Society in his letter of last January, "To All Kingdom Publishers," and in the December 1, 1938, *Watchtower*. That all publishers have viewed this seriously is reflected in the increase shown. By putting forth a greater effort than ever before, this will no doubt be materially increased this year. Some, being able to make the necessary arrangements, will increase their hours to the extent of serving as pioneers. A letter fully explaining the pioneer service will be sent upon request to those desiring to consider this important service.

Please Give the Office Time to Fill Your Orders

It is strongly urged that all the companies and pioneers send in their orders for literature far in advance of the date they wish it, so that the orders can be shipped the most economical way and yet reach you in time. We also request that you make your orders for 100-pound shipments and do everything possible to avoid "rush" orders. Remember, there are over 2,500 companies and over 2,000 pioneers, as well as branches, placing orders for literature.

You will appreciate the necessity of "giving us time", when you see the great volume and visualize how your orders are handled. On receipt of your order, which took a few days to get to the office, it is turned over to the bookkeeper for checking against the account, then invoiced; invoice is checked over to see that all items you ordered have been listed, and labels are made; order is then figured as to weight and cheapest way to ship, finally filled from the nearest depot, and then turned over to the shipping concern, from which it comes to you. You must allow *at least* two weeks for the above, including the time it takes freight shipments to points within 600 or 800 miles from the depots, and at least three or four weeks for more distant points (especially when shipped by boat), from the time the order reaches this office.

At the present time, because of the extra work involved in getting out *Salvation* books and *Government and Peace* booklets, we are about 15 to 20 days behind in the handling of all orders. Please take note of this and do not write in asking why your order has been delayed. Because of this extra rush of work no phonographs are being made, but we shall start making these soon and begin to fill orders dated September 5. So be patient, and, above all, send in your orders EARLY.

Orders for Phonographs and Records

Many apparently do not understand the Society's arrangements regarding supplying phonographs and records to those who are unable to pay the full amount at the time of ordering. The Society is glad to cooperate with and aid all the brethren who want to take advantage of this arrangement to serve the Lord and advance the Kingdom interests, by assuming part of the burden for a period. However, all orders for phonographs and records should be accompanied by a reasonable down payment unless your account has a credit balance to cover the cost of the equipment. If only part payment is made with the order, the balance *should be sent in as soon as possible.*

We do not open accounts for the different individuals in the companies. All orders should be sent to the Society through the company organization. The orders should be turned over to the company servant or stockkeeper with the down payment. He will then put through the order in the usual way. The order will be filled and shipped and charged to the company's account, and all subsequent payments, until the entire amount is taken care of, should be made to the company, the company in turn remitting to the Society.

NEW RECORDS

Spanish:

"Face the Facts" (PS-155 to PS-166)
"Enemies" and (Ps-114 and
"Snare and Racket" PS-204)

INFORMANT

DECEMBER, 1939 "But they shall not prevail against thee."—Jer. 1: 19. BROOKLYN, N.Y.

"War of Vindication"

Will Dec. "Locust" Swarm Be 50,000?

Government and Peace the Month Feature!

The month of December has been designated as "WAR OF VINDICATION" Testimony Period, and appropriately so; for during this month all of Jehovah's witnesses will be using their time and faculties in performing a service which will be both pleasing to the Lord and a means of vindicating His name before men. The vindication of Jehovah's name is the most important doctrine of the Bible, God's Word of truth. All who honestly believe this (and to believe means to obey), will have an opportunity of demonstrating their active belief by obeying the Lord's command: 'Preach this gospel in all the world for a witness unto all nations.'

There is no better way to do this than by bringing forcefully to the attention of the people the information that Jehovah has made available for those who desire his blessings. Such information is contained in the latest publication of the Society, *Government and Peace*, which booklet gives the complete text of the memorable speech by that title by Brother Rutherford at Madison Square Garden and, in addition, its companion speech "Victory", which definitely outlines for us, as well as for all others, our stand for The Theocracy, and Jehovah's challenge to the Devil and his hosts of wicked servants.

This month the booklet *Government and Peace* together with two other booklets (colored-cover or self-covered—preferably those with which we are overstocked) should be offered to every person in our territory, each being permitted to make a small contribution of 10c to cover the cost of printing. Those who do not have even a penny to contribute, but desire this all-important message, should be given a copy of *Government and Peace*. Also arrange for a back-call. In your foreign territory be prepared to offer any three booklets on the same contribution, taking advantage of the opportunity of getting out the old large-style booklets if any of these are still on hand.

During this month all publishers engaging in the Kingdom service will also be equipped with the "Snare and Racket" record and run this at every available opportunity, using the doorstep method with the phonograph. Of course, you will have some of the books *Salvation* and *Enemies* along with you. Many are inquisitive due to our marches with the "Religion is a snare and a racket" placards, and so the *Kingdom News* No. 5 should be left in every home in your territory so that all may be informed of the Scriptural proof on the subject. Where the people are not at home, it would be well to call back on them some evening, and remind them that a copy of *Kingdom News* was left and that you have additional information along that line, and offer to play the "Snare and Racket" record for them. This can easily be arranged where one holds individual territory.

December, "WAR OF VINDICATION" Testimony Period, should be the best booklet month ever, because more publishers are in the field in the United States. Be sure that every effort is made in each company to 'swarm the locusts' for this "WAR OF VINDICATION". Will there be an "army" of 50,000 publishers? Five Saturdays and five Sundays, as well as the added "holidays", will enable those who are engaged in secular work to devote much time in the Kingdom service during this period.

A New Peak in Publishers

Did Your October Report Show an Increase?

Thrilling beyond words is the majestic onward march of JEHOVAH'S THEOCRATIC GOVERNMENT The evidences of the Lord's favor on his organization are multiplying daily. That the "other sheep" are taking their stand on the side of the King is clearly seen in each month's report.

During the month of October 45,200 joyful Kingdom publishers, which includes the pioneers and company publishers in the U.S.A. and outlying countries reporting to the Brooklyn office, participated in the Lord's strange work; an increase of 12,471 over October a year ago.

The Lord describes his people today as warriors in battle array and as locusts overrunning the land, an army that cannot be stopped or turned aside. Others, who have neither the joy nor the love of the Lord, are frightened and intimidated by the enemy and turned aside because of adverse weather conditions or things of that nature; but not so with the warriors of the Lord. Instead of looking for a falling-off because of the severity of the winter weather, we confidently look forward to a definite increase in number of publishers each month and to attaining the 50,000 quota very early in the fiscal year 1940.

The Kingdom is on the increase, and nothing can stop it. Not only did the month of October show an excellent increase in publishers, but there was also a very fine increase in the average number of hours per publisher. The company publishers in the United States increased from an average of 13.1 hours per publisher last October to 19.1 hours per publisher this year; practically a fifty-percent increase. This marks a definite stride toward our quota of 60 hours a month.

This increase in the average of hours per publisher for the month of October also explodes the theory of some who contend that increase in number of publishers means a decrease in average of hours. The Lord says that 'his people shall be willing in the day of his power'. The Jonadabs enter into the work now with a fire and zeal for Jehovah and his kingdom that is irresistible, and with them "time" means something to be used to the glory of the Lord and the advancement of the Kingdom.

How does your local company chart compare with these results throughout the United States?

Company Publishers' Field Report

	Last Year			This Year		
	Company Pub'rs	Av. Hrs	Av. B-C	Co. Pub'rs	Av. Hrs	Av. B-C
Oct.	29,550	13.1	2.1	42,436	19.1	2.3
Nov.	25,863	10.9	2.4	?	?	?
Dec.	28,371	12.1	1.9	?	?	?

1940 "Yearbook of Jehovah's witnesses"

It would be well for all company organizations to have two or three extra copies of the *Yearbook* on their shelves so that when the newly interested come to the meetings and want to know more about the Society you may offer them a *Yearbook*, on a contribution of 50c. Publishers making back-calls on people with whom they have placed the regular books, and *The Watchtower* and *Consolation*, should take along on these later back-calls a copy of the *Yearbook*, and place that too.

This is a book that should be used every day in the week by the publishers, because it contains the text for each day and comments on the same. No home in which there are publishers for The Theocracy should be without the *Yearbook*. Order it now through the company servant. The 50c contribution for each copy covers the cost of this edition. The *Yearbook* and Calendars will be ready for shipment about the 15th of December.

The report by the president of the Society, certain to thrill the heart of everyone who is for the Theocracy, is set out in the 1940 *Yearbook of Jehovah's witnesses*. You will rejoice in reading about the most successful year of the proclamation of the Kingdom. Without question, the people of good will who are not already publishers, upon reading this report, will take a definite stand for The Theocracy.

"Model Study" No. 2

Publishers throughout the country will appreciate the new Model Study question-and-answer series for the later recorded lectures, the same as they did the *Model Study* booklet for the "Exposed" and "Religion and Christianity" series.

This *Model Study* is now ready, on all the records from "Safety" to and including the "Government and Peace" series. Questions are provided, the Scriptural references and answers are given, and references made to other publications containing additional material on each lecture. A fine index also appears on the last few leaves of the 64-page booklet, which will help publishers keep in use all of the records which the Society has furnished.

Every publisher conducting a model study should have several copies of this booklet, and every publisher should be conducting model studies. Therefore everyone will need the booklet. As large quantities are not printed of this publication, they are 5c a copy to everyone.

Model Study booklet No. 1 has been out of stock for a few weeks, but is now reprinted; so if you need a supply on the "Exposed" and "Religion and Christianity" series, get what you need of *Model Study* No. 1 and your new supply of *Model Study* No. 2.

NEW PUBLICATIONS

1940 *Yearbook* (about December 15).
1940 Calendar (about December 15).
Model Study No. 2.
Neutrality booklet (consigned).

Reprints In Stock

Creation.
Model Study No. 1.
Salvation folders.
"Government and Peace" folders.

The last *Informant* announced that Polish *Fascism or Freedom* was in stock. This was an error.

Don't Forget Subscriptions

Calendar for 1940

Very impressive is the picture on this year's Calendar, which on careful consideration gives the observer much to think about. The year's text, "My heart shall rejoice in thy salvation," is one directly connected with our work at the present time, the privilege we have of distributing the *Salvation* book, that all the people of good will may do as this text sets out.

The Calendar pad this year is unique in that the name of each testimony period is set out clearly on the pad, on the month of the period. The other months have each a very appropriate text which supports our general activity throughout the year.

Every home in the country where there are publishers for the Kingdom should have one of these calendars, so as to keep before their minds the importance of the Lord's work during certain times of the year. The Calendar is 25c; five Calendars for one dollar when mailed to one address. Company servants should obtain orders from all publishers and send in one blanket order, for the convenience of the Society, along with remittance to cover.

Don't Forget Subscriptions

January a Bound-Book Month

Are You Ready? Have You Supplies?

Most Unusual! 3 Bound Books on a 35c Contribution

To follow the December campaign, "WAR OF VINDICATION," the Society has arranged for a wide distribution of bound books in January, 1940. These will be placed on a contribution of 35c for any three of the Society's bound books from *The Harp of God* to *Jehovah* inclusive.

The brethren will recall our experience last year in the distribution of the three books *Vindication* on a similar contribution. Let us profit by the experiences of that campaign. At that time almost all companies and pioneers underestimated the result of the campaign (many of them running out of their *Vindication* stock before the campaign was half over; others, when it was two-thirds over), and very few of them had enough stock on hand to last them until the end of the campaign. There were many contributing causes which are familiar to the brethren and servants in each company; therefore all should watch and see to it that they do not make the same mistake again. To do so would show negligence and indifference toward the Kingdom interests committed into our care.

To the enlightened child of God it is clearly evident (from the ballyhoo in the press, on the radio, and from the religious and political pulpiteers everywhere) that the people are perishing, not for bread or for water, but for the hearing of the word of the Lord. The books we have to offer to the people contain Jehovah's life-giving food for a perishing world. We are obligated before the Lord to raise up a standard for the people, and, at the contribution on which this combination is offered, the Lord has made it possible for practically everyone to obtain at least one combination. Let us, therefore, by the Lord's grace, accept this grave responsibility which Jehovah has placed upon us and go forward with zeal and thanksgiving carrying this life-giving food to a perishing world during this campaign.

The Offer

All of the Society's bound books from *The Harp of God* to *Jehovah* may be offered during this period, 3 on a contribution of 35c, 6 on 70c contribution, 12 on $1.40 contribution, etc. Foreign-language books are also to be used in this campaign; any 3 to be offered on a contribution of 40c, 6 on 80c contribution, etc. Note that *Riches*, *Enemies* and *Salvation* are NOT to be included in this combination offer.

The enemy is closing down on the Lord's work throughout the earth. In America we still have the privilege of service. Let us, therefore, work 'while it is day; for the night cometh, when no one will be able to work'. Each individual publisher, each company servant, zone servant, and regional servant, should start planning and preparing for this campaign now, each in his respective position seeing that every necessary detail is taken care of. Pioneers also, in their field, are to participate in this campaign, so that on January 1 the entire organization will roll into action as one man.

We learned from the *Watchtower* Campaign, last January to April, that if an offer is attractive enough and is presented with zeal and conviction the people will take it. Therefore there should be no backwardness or timidity about presenting a 35c combination to the people, but it should be done with the conviction that what you have to offer to them is far more valuable than any amount of money they could possibly contribute for it.

During the much-underestimated *Vindication* campaign last December we placed 290,516 bound books. With proper advance planning and preparation, with from 10,000 to 15,000 more publishers in the field all averaging about 6 hours more each month, it would not surprise us if that figure were almost doubled this year. "According to your faith be it unto you." Let each one do his part with faith and confidence, and the Lord will give the increase.

Details

On November 13 the Society sent a letter to each company and zone servant regarding this campaign. This letter should be read to the company. In addition to other things, it contains a basis for carrying on this campaign. The following figures are recommended: 12 bound books for each company publisher. That amounts to one combination a week for the month. This is a very reasonable expectation and should be attained without difficulty. This estimate applies to all companies, large and small. Detailed instructions regarding the manner of obtaining the stock, and other details, were also contained in this letter of November 13. The instructions therein should be followed out carefully by all the servants. In addition, the company servant is responsible for checking up at the last service meeting in December, seeing to it that each publisher has the required combinations, territory and other details arranged for, so that all can start right into the work at the beginning of the month.

During this period individual territory adjacent to the publishers' homes is particularly recommended, and, for group work, territory in the vicinity of each study group. The study conductors should arrange to take the study group out at least once each week in this territory in addition to the individual witnessing done by the brethren themselves. By working such convenient territory repeated back-calls can be made at any time on those who obtain the literature and manifest interest. Arrange for back-calls on each one obtaining a combination. The real purpose behind leaving the literature with the people is to have them read it. Therefore, call back and see how they are progressing, and show an interest in assisting them, and the advantage of having a model study. Arrange for such model studies. In fact, the procedure should be that at each door where the publisher comes there is a prospective obtainer for the combination; each obtainer is a prospect for a back-call; each back-call is a prospect for a model study; and each attendant at the model study should be viewed as a prospective active publisher and should be invited to the company meetings as soon as possible.

The back-call servant should see to it that all interested ones on his files are called upon with this special offer. This is a work that new publishers can participate in without difficulty. Assign some names to them. The people they call upon are acquainted with the work, in sympathy with it, and will receive them gladly. The person should be given the advantage of this special offer because of previous interest.

How Companies Are to Get Their Books and Rebate

As set forth in detail in our letter of November 13, the companies with insufficient stock are to get the books they need from any near-by company which has an oversupply. This should be done at once, and the Society should be notified of such transactions on the regular Transfer of Stock blanks, which blanks are to be duly signed by the respective company servants. The blanks are then to be sent in to the Society and an adjustment will be made on your accounts. Only one blank is to be sent in covering each transaction; do not send in two notices about the same transfer; otherwise, duplicate charge and credit will be made.

However, if there is no company near by to supply the books needed, then send in your order immediately to the Society for the "total quantity of books" needed. That is, say, order 120 books, and leave it up to us to send you whatever books we find it convenient to ship to you from the nearest company or depot. Of course, if the company has broken sets of *Vindication* and *Light* books, you should order specifically such books and quantities as you need to match your sets. Whatever you do, be sure to order plenty of books and to send in your order without any further delay. It should be on the way now.

A rebate of 25c a set (of three books, English or foreign) will be given to each company for the sets placed and properly reported on the January field service report card. At the bottom of the company's January report card show the total number of sets of three books placed; 6 books placed, 9 books, and 12 books, placed. The company account will be given a rebate from the information so shown on the January report card; and this is the ONLY WAY in which the company account will be credited. So make out your January report card correctly, and thus avoid unnecessary correspondence and work.

The Pioneers' Part in the January Campaign

Many of the pioneers during the *Vindication* campaign barely got going before they had to stop, due to the fact that they didn't supply themselves with sufficient *Vindication* or that they got started too late. Notwithstanding all this the pioneers averaged 53 books each during that campaign. Knowing that there are sufficient books for all, and looking forward to the pioneers' starting January 1, we strongly urge the pioneers to immediately check their stock and send in their orders to the Society for what additional books will be needed. Surely it is reasonable to expect the pioneers to average at least one combination of three books a day. You should order accordingly.

Pioneers should send in their orders as soon as possible after receiving this *Informant*. Where there are two or more pioneers working in the same city, they should arrange to send in their orders together, in the same envelope, with instructions to send the orders to one address. ALSO, FOR THIS BOOK CAMPAIGN ONLY, WE REQUEST PIONEERS TO ORDER THE "TOTAL QUANTITY OF BOOKS" NEEDED, AND NOT TO SEND IN ORDERS CALLING FOR SO MANY *Harp*, *Deliverance*, ETC. LET YOUR ORDER READ, SAY, 120 BOOKS, AND LEAVE IT UP TO US TO SEND YOU WHATEVER BOOKS WE FIND IT CONVENIENT TO SHIP YOU FROM THE NEAREST COMPANY OR DEPOT. Of course, if in addition to books for the January campaign you require *Salvation*, *Government and Peace*, etc., order the latter specifically. Such action on your part will save us shipping expense and labor, and will enable us to get the books to you sooner.

Pioneers should always make every effort to arrange to call back on the people who show interest in the Kingdom message. Particularly should this be the case during this book campaign; for you should find it possible to arrange for many back-calls and thus be of real aid to the people.

No rebate will be given pioneers for the sets they place, as they now get the books at a very low cost.

Elderly brethren who are physically unable to carry a number of bound books may take along one bound book and a catalog; show the bound book and use the catalog to demonstrate the others. In fact, all publishers should carry a catalog with them, so they will have something with which to demonstrate if they run out of books. Also, each publisher should have a supply of booklets, particularly self-covered booklets, to offer and leave with those who manifest interest but who cannot afford to take the combination of bound books. A bookmark with the local address should be left with each combination.

We fully believe that the 45,000 publishers in the field during October will continue throughout the winter and will joyfully participate in this campaign during January. Prepare now for bad weather and such other difficulties as you may reasonably expect to encounter. Put in as many hours as you possibly can, which is the one way we can prove our love for Jehovah and the Theocracy.

The "Snare and Racket" record will be used to introduce the combination. The fact that the record mentions *Enemies* and *Salvation* should be no detriment to its effectiveness. The publisher can briefly explain this exceptional special offer that we are making during January in addition to the *Enemies* and *Salvation* which may be obtained, if desired, each on a 25c contribution.

Make January the greatest bound-book month ever had in the United States. It can be done with the 45,000 publishers' putting in hours of witnessing. If the time is put in in the field, the special offer will take care of itself as to a new high in placements.

How Publishers Are to Get Their Books and Rebate

The publishers are to get their books for the January campaign from the stockroom at the usual cost. Each day the publisher engages in the service he should make out a Publisher's Field Service Report slip, showing on the bottom of the report slip the number of 3-book combinations placed at 35c. The publisher is to turn in these reports to the stockkeeper or treasurer, who in turn will give the publisher a rebate of 25c (either in cash or in literature) for each set of 3 books reported placed. Each report slip so handled is to be signed by either the stockkeeper or the treasurer, to show that a rebate has been made. These report slips are to be kept on file for two months or until such time as it seems certain all the publishers are satisfied they have received proper rebate for the sets placed and reported.

The company will be reimbursed for such rebates by credit on its account. The sets reported placed, and shown on the bottom of the company's January report card to this office, will determine the credit allowed.